Tracking Public Views on the Library And Archives Canada and Genealogy

Final Report

Submitted to:

Library and Archives Canada

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Table of Contents

INTRODUCTION AND OBJECTIVES 1
SUMMARY OF KEY FINDINGS 3
DETAILED FINDINGS 5
Awareness of National Archives of Canada and National Library of Canada 5
Source of Awareness 7
Past Use of National Archives of Canada and/or National Library of Canada Services 9
Methods of Communication Used 11
Planning to Trace Genealogy 13
Main Reason for Genealogical Research 17
Starting Point for Genealogical Research 19
Paying for Genealogical Services and Products 22
Interest in Having all Canadian Genealogical Information on a Single Internet Site 27
APPENDIX I – TOPLINE QUESTIONNAIRE 29

INTRODUCTION AND OBJECTIVES

The objective of the proposed Library and Archives Act is to create a unique modern knowledge institution (Library and Archives Canada) with the necessary powers and governance structure to realize its mission of:

- Preserving the documentary heritage of Canada;
- Being a source of enduring knowledge about Canada, accessible to all;
- Being the continuing memory of the institutions of the government of Canada; and
- Facilitating cooperation among communities involved in the promotion and preservation of the documentary heritage of Canada.

The proposed legislation builds on, and modernizes, the existing mandates and powers found in either the National Archives Act or the National Library Act.

Library and Archives Canada has commissioned Ipsos-Reid to conduct a second wave of research on the Canadian public's views of genealogy, that is to say a study to examine public awareness of genealogy, and gauge interest in genealogical research.

METHODOLOGY

The survey was conducted using the *Ipsos-Reid Canadian Express* omnibus. Every week, Ipsos-Reid conducts a survey of a nationally representative cross-section of approximately 1,000 Canadian adults, providing an overall margin of error of ±3.1 percentage points, and statistically reliable results in each major region of the country. Ipsos-Reid conducted two waves of this survey (N=2112, margin of error of ±2.1 percentage points) from November 18 to November 27, 2003. The following is a sample breakdown for each region:

REGION	**SAMPLE SIZE** **N=2112**	**MARGIN OF ERROR**
British Columbia	264	±6.0
Alberta	200	±6.9
Manitoba/Saskatchewan	200	±6.9
Ontario	772	±3.5
Quebec	476	±4.5
Atlantic provinces	200	±6.9
Canada	**2112**	**±2.1**

Note to Reader:

Please note that the question wording used for this research was "National Library of Canada and National Archives of Canada" in order to maintain tracking efforts.

SUMMARY OF KEY FINDINGS

- Almost half of Canadians (48%) say they have heard about both the National Archives of Canada and the National Library of Canada, which has decreased since March 2002 (48% vs. 54%). Furthermore, one-third (34%) say they have never heard of either of these institutions, which has increased since March 2002 (34% vs. 26%).
- The leading source of awareness of the National Archives of Canada and the National Library of Canada is various media channels such as TV, radio, and newspapers with over half of respondents (53%) saying they gained awareness this way. Less common sources of awareness include word of mouth (16%), at school (11%), through the Internet (6%), at work (6%), or through promotional material (3%).
- The vast majority of Canadians who are aware of the National Archives of Canada and the National Library of Canada have not used either of these institutions' services or products before (85%).
- Among those who have used these services before, the leading method of communication with the National Archives of Canada and the National Library of Canada is e-mail/Internet (44%), followed by in-person communication (30%), and telephone (18%).
- Approximately one-third of Canadians say they will trace their genealogy at some point in the future (32%). This has decreased since March 2002 (32% vs. 40%). Those remaining either do not plan on tracing their genealogy (59% vs. 51% in March 2002), or have already done this type of research (8% vs. 9% in March 2002).
- The major motivation driving Canadians to conduct genealogical research is a desire to know their roots and where they came from (44%). Some are motivated simply because of their own personal interest (25%). Other reasons include curiosity (8%), to keep track of family history (4%), medical reasons (3%), a hobby (3%), and for education/information purposes (2%).
- Of those who plan on conducting genealogical research in the future, a large portion of them say their starting point will be questions to their family members (43%), followed by searches using the Internet (37%).
- Among those who are intending to conduct genealogical research in the future or have done so already, more than two in five (43%) are willing to pay for genealogical services and products such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. This is slightly higher than in March 2002 (43% vs.40%).
- Almost eight in ten Canadians (78%) think genealogy is an activity that makes it easier to learn history and three-quarters (76%) think it is an activity that helps

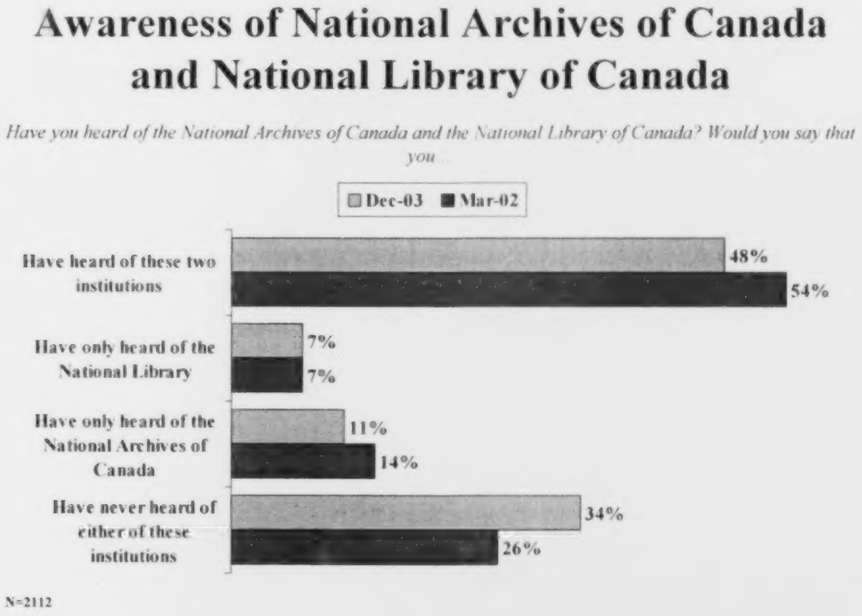
bring generations closer together. Respondents are less likely to see genealogy as an activity that helps bring cultural communities closer together (60%).

- Half of respondents (52%) are very interested (21%) or somewhat interested (31%) in being able to search for all Canadian genealogical information on a single Internet site which is very similar to the March 2002 findings (52% vs. 50% in March 2002). Forty-eight percent of Canadians (vs. 49% in March 2002) are not interested in this type of site.

DETAILED FINDINGS

Awareness of National Archives of Canada and National Library of Canada

Canadians were asked if they had heard about the National Archives of Canada or the National Library of Canada. Almost half of respondents have heard about both of these institutions (48%). This is somewhat lower than the level of awareness found in March 2002 (54% vs. 48%). Furthermore, one-third (34%) say they have never heard of either of these institutions, which has increased since March 2002, when approximately one-quarter (26%) said they were not aware. Among those who have heard of only one of these institutions, more Canadians are aware of the National Archives of Canada (11%) than the National Library of Canada (7%), which is similar to the March 2002 findings (14% aware of National Archives of Canada only and 7% aware of National Library of Canada only).


Awareness of National Archives of Canada and National Library of Canada

Have you heard of the National Archives of Canada and the National Library of Canada? Would you say that you…

Respondents most likely to say they have heard about both institutions are:

- those with higher educational attainment (peaking at 61% among those with a university education),

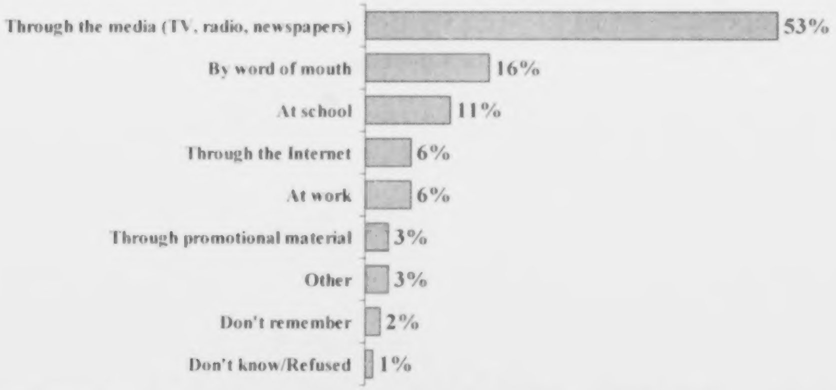
- older respondents (peaking at 59% among those 55 years of age or older),
- those with an English/Irish/Scottish/Welsh background (57%),
- residents of Ontario (54%),
- those who have already done this type of research (60%), or plan to do it within the next few years (52%) vs. those who plan to do genealogical research this year (50%), when they retire (48%), or not at all (45%),
- those earning a higher annual income (peaking at 53% among those earning $60K or more),
- those whose main reason for doing genealogical research is out of personal interest (59%), or curiosity (55%),
- those who are willing to pay for genealogical research products and services (57% vs. 49% who are not), and
- those who are interested in having one genealogical research site (52% vs. 42% who are not interested).

Source of Awareness

Canadians who had heard of the National Archives of Canada and/or the National Library of Canada were asked how they had heard about them. The leading source of awareness is various media channels such as TV, radio, and newspapers with over half of respondents (53%) saying they gained awareness this way. Less prominent sources of awareness include word of mouth (16%), at school (11%), through the Internet (6%), at work (6%), or through promotional material (3%).

Source of Awareness

From which of the following sources did you hear about it (or them)?



Base: All those who have heard of the National Archives of Canada and/or the National Library of Canada N=1375

Respondents who are most likely to have heard about the National Archives of Canada and/or the National Library of Canada through the media (TV, radio, newspapers) are:

- older respondents (peaking at 65% among those 55 years of age or older),
- residents of Saskatchewan/Manitoba (64%), and the Atlantic provinces (57%),
- those with lower educational attainment (peaking at 65% among those with less than a high school education),
- those who are not interested in having one genealogical research site (58% vs. 50% who are interested),
- those who do not plan to do this type of research in the future (57%) vs. those who plan on doing genealogical research this year (39%), within the next few years

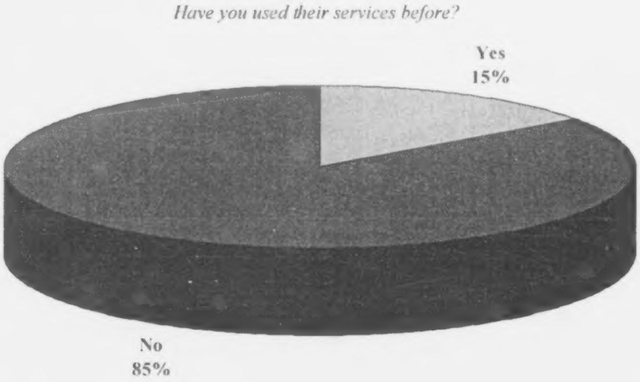
(49%), when they retire (54%), or those who have already done this type of research (48%), and

- those living in rural areas (57%).

Past Use of National Archives of Canada and/or National Library of Canada Services

Respondents who are aware of the National Archives of Canada and/or the National Library of Canada were asked if they had used the services of these institutions before. The vast majority of these respondents have not used these services before (85%), and only 15% say that they have.

Past Use of National Archives of Canada and/or National Library of Canada Services
(Among those who have heard of the National Archives of Canada and/or the National Library of Canada)



Base: All those who have heard of the National Archives of Canada and/or the National Library of Canada N=1375

Respondents most likely to say they have used the services of these institutions include:

- those with higher educational attainment (peaking at 21% among those with a university education),
- those earning a higher annual income (peaking at 20% among those earning $60K or more),
- residents of Quebec (19%),
- those who have already done this type of research (36%), or plan to do this type of research this year (32%) vs. those who plan to do genealogical research within the next few years (12%), when they retire (17%), or not at all (11%),
- those who are willing to pay for genealogical research products and services (24% vs. 18% who are not), and

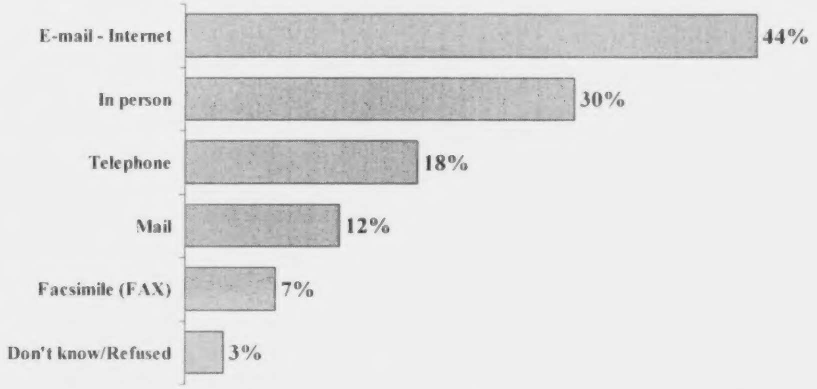
- those whose main reason for doing genealogical research is to know their roots (23%), or out of personal interest (19%).

Methods of Communication Used

Respondents who had used the services of the National Archives of Canada and/or the National Library of Canada in the past were asked which method of communication they used when conducting their research. The most common method of communication is by far e-mail/Internet (44%), followed by in-person communication (30%), and telephone (18%). Mail, and fax in particular, were used to a much lesser extent (12% and 7%, respectively).

Methods of Communication Used When Using National Archives of Canada and/or National Library of Canada Services

How did you communicate with them?



Base: All those who have used the National Archives of Canada and/or the National Library of Canada services before N=205

Respondents most likely to use e-mail/Internet when communicating with the National Archives of Canada or the National Library of Canada include:

- those with an English/Irish/Scottish/Welsh background (57%),
- those earning a higher annual income (peaking at 54% among those earning $60K or more),
- those with some post secondary education (49%), and
- those who are interested in having one genealogical research site (48% vs. 38% among those who are not).

Region by Use of Internet to communicate with Archives of Canada and/or National Library of Canada

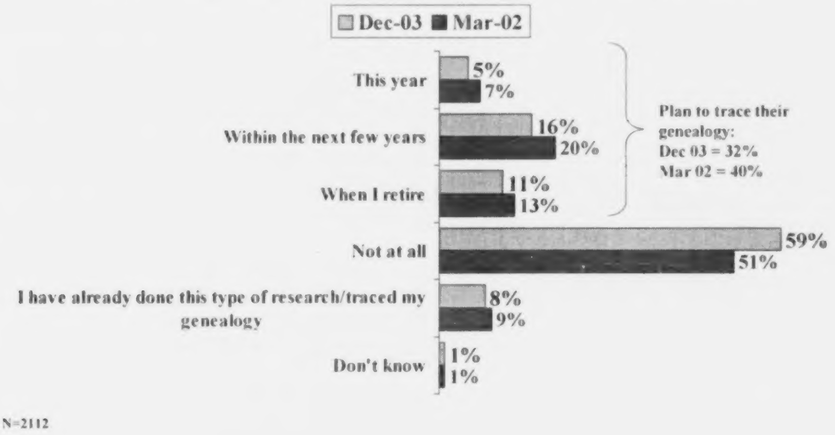
	TOTAL	Used Internet to Communicate With Archives
Base: All Respondents	N=2112	N=93 (small base)
British Columbia	N=279	N=13
	13%	14%
Alberta	N=204	N=15
	10%	16%
Saskatchewan/Manitoba	N=143	N=5
	7%	5%
Ontario	N=800	N=35
	38%	38%
Quebec	N=521	N=17
	25%	19%
Atlantic	N=163	N=8
	8%	9%

Planning to Trace Genealogy

All Canadians were asked if they planned on tracing their genealogy this year, within the next few years, when they retire, or not at all. Approximately one-third say they will trace their genealogy at some point in the future (32%), which has decreased since March 2002 (32% vs. 40%). Those remaining either do not plan on tracing their genealogy (59% vs. 51% in March 2002), or have already done this type of research (8% vs. 9% in March 2002).

Planning to Trace Genealogy

By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire or not at all?



Respondents most likely to say they will trace their genealogy this year, within the next few years or when they retire (32%) are:

- younger (peaking at 42% among those between 18 and 34 years of age),
- residents of Alberta (39%), and the Atlantic provinces (36%),
- those with an Aboriginal background (40%), an English/Irish/Scottish/Welsh background (38%), an Italian background (38%), or a German background (36%),
- those who are interested in having one genealogical research site (50% vs. 13% who are not interested),
- those who think that genealogy helps bring cultural communities closer together (39% vs. 21% who do not), and
- those who think genealogy helps bring generations closer together (36% vs. 19%).

Planning to Trace Genealogy by Income

		INCOME		
	Total	<$30K	$30K-<$60K	$60K+
Base	(N=2112)	(N=489)	(N=690)	(N=663)
This year	N=97 5%	N=22 4%	N=33 5%	N=31 5%
Within the next few years	N=335 16%	N=76 16%	N=119 17%	N=98 15%
When I retire	N=242 11%	N=38 8%	N=82 12%	N=101 15%
Not at all	N=1248 59%	N=293 60%	N=409 59%	N=376 57%
I have already done this type of research/traced my genealogy	N=162 8%	N=48 10%	N=41 6%	N=50 8%

Don't knows are excluded.

Income by Plans to Trace Genealogy

		PLAN TO DO RESEARCH				
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this
Base: All Respondents	N=2112	N=97	N=335	N=242	N=1248	N=162
Under $30,000	N=488	N=22	N=76	N=38	N=293	N=48
	23%	22%	23%	16%	23%	30%
$30,000 to just under $60,000	N=689	N=33	N=118	N=82	N=410	N=40
	33%	34%	35%	34%	33%	25%
$60,000 and over	N=664	N=30	N=98	N=101	N=376	N=49
	31%	31%	29%	43%	30%	31%
Don't Know/Refused	N=270	N=12	N=42	N=20	N=169	N=24
	13%	12%	13%	8%	14%	15%

- 28 respondents say DK/Ref to plans to trace genealogy so they have been excluded from this table.

Planning to Trace Genealogy by Education

		EDUCATION			
	Total (N=2112)	<HS (N=248)	HS (N=495)	Post Sec (N=755)	Uni (N=591)
This year	N=97 5%	N=7 3%	N=21 4%	N=38 5%	N=30 5%
Within the next few years	N=335 16%	N=25 10%	N=86 17%	N=136 18%	N=85 14%
When I retire	N=242 11%	N=15 6%	N=51 10%	N=90 12%	N=85 14%
Not at all	N=1248 59%	N=170 69%	N=292 59%	N=432 57%	N=337 57%
I have already done this type of research/ traced my genealogy	N=162 8%	N=22 9%	N=36 7%	N=51 7%	N=51 9%

Don't knows are excluded.

Education by Plans to Trace Genealogy

		PLAN TO DO RESEARCH				
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this
Base: All Respondents	N=2112	N=97	N=335	N=242	N=1248	N=162
Less than high school	N=248	N=7	N=25	N=15	N=170	N=22
	12%	7%	8%	6%	14%	13%
High school	N=495	N=21	N=86	N=51	N=292	N=36
	23%	21%	26%	21%	23%	22%
Post Sec	N=755	N=39	N=137	N=91	N=432	N=51
	36%	39%	40%	37%	35%	31%
University	N=592	N=30	N=85	N=85	N=336	N=51
	28%	31%	26%	35%	27%	31%
Don't Know/Refused	N=23	N=1	N=2	N=1	N=16	N=3
	1%	1%	1%	0	1%	2%

- 28 respondents say DK/Ref to plans to trace genealogy so they have been excluded from this table.

Planning to Trace Genealogy by Age

		AGE		
	Total	18-34yrs	35-54yrs	55yrs+
Base	N=2112	N=619	N=815	N=620
This year	N=97 5%	N=19 3%	N=50 6%	N=28 5%
Within the next few years	N=335 16%	N=159 26%	N=112 14%	N=58 9%
When I retire	N=242 11%	N=83 13%	N=115 14%	N=39 6%
Not at all	N=1248 59%	N=325 52%	N=466 57%	N=418 67%
I have already done this type of research/traced my genealogy	N=162 8%	N=23 4%	N=62 8%	N=70 11%

Don't knows are excluded.

Age by Plans to Trace Genealogy

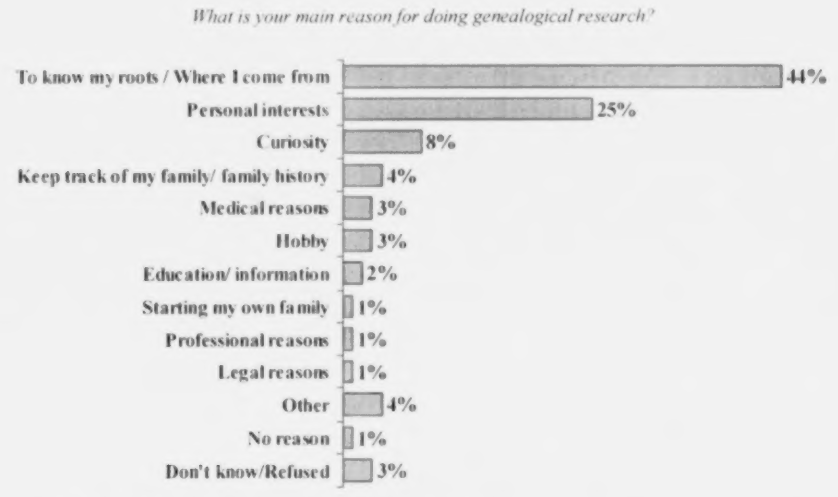
		PLAN TO DO RESEARCH				
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this
Base: All Respondents	N=2112	N=97	N=335	N=242	N=1248	N=162
18-34yrs	619	19	160	83	325	23
	30%	19%	48%	34%	26%	15%
35-54yrs	815	50	111	115	467	62
	39%	51%	33%	48%	38%	38%
55yrs+	619	28	59	39	418	70
	29%	29%	16%	16%	33%	44%

- 28 respondents say DK/Ref to plans to trace genealogy so they have been excluded from this table.

Main Reason for Genealogical Research

Respondents who plan to do genealogical research in the future or have already done so in the past were asked what their main motivation is for doing this type of research. Among these respondents, the major driving force is a desire to know their roots and where they came from (44%). Second to this, one quarter are motivated simply by their own personal interest (25%). Other reasons include curiosity (8%), to keep track of family history (4%), medical reasons (3%), as a hobby (3%), or for education/information purposes (2%).

Main Reason for Genealogical Research



Base: All those who have done this type of research or plan to in the future N=851

Respondents who are most likely to do genealogical research because they want to know their roots and where they came from are:

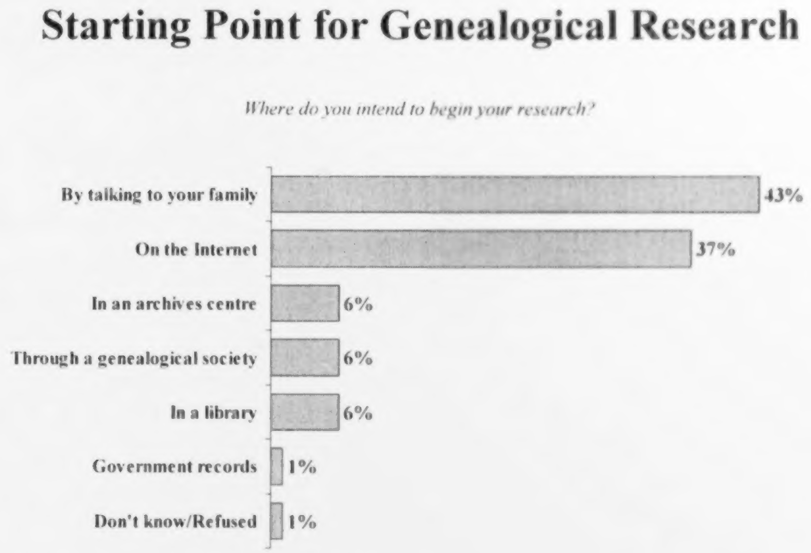
- those with lower educational attainment (peaking at 53% among those with less than a high school education),
- those with a French/French Canadian background (53%),
- residents of Saskatchewan/Manitoba (50%),
- males (48% vs. 40% of females), and
- those who have already done this type of research (51%) vs. those who plan to do genealogical research this year (41%), within the next few years (46%), or when they retire (38%).

Main Reason for Genealogical Research by Income

	Total	<$30K	$30K-<$60K	$60K+
Base	(N=851)	(N=189)	(N=280)	(N=283)
To know my roots / Where I come from	44%	47%	44%	43%
Personal Interests	25%	18%	29%	26%

Starting Point for Genealogical Research

Respondents who plan to do genealogical research at some point in the future were asked where they will start their research. It seems logical that a large portion of respondents will begin their research by speaking with family members (43%). A significant portion will use the Internet as their starting point (37%). Other starting points include going to an archives centre (6%), through a genealogical society (6%), or in a library (6%).



Starting Point for Genealogical Research

Where do you intend to begin your research?

Base: All those who plan to do this type of research in the future N=697

Respondents who are most likely to start their genealogical research by speaking with family members are:

- residents of Alberta (55%),
- younger respondents (peaking at 51% among those between 18 and 34 years of age),
- those living in rural areas (51% vs. 42% among those living in urban areas),
- those earning a higher annual income (peaking at 48% among those earning $60K or more),
- those with a German background (56%), and those with an English/Irish/Scottish/Welsh background (49%),
- those with less than a high school education (49%),

- those who are not willing to pay for genealogical research services (47% vs. 39% who are willing),
- those whose main reason for doing genealogical research is to know their roots (49%), and
- those who plan to do genealogical research when they retire (49%) vs. those who plan to do this type of research this year (28%), or within the next few years (44%).

Respondents who are most likely to start their genealogical research on the Internet are:

- males (42% vs. 32% of females),
- those who earn between $30K and $59K a year (41%),
- those who plan to do genealogical research this year (49%) vs. those who plan to do this type of research within the next few years (36%), or when they retire (32%),
- those who do not think genealogy helps make it easier to learn history (46% vs. 35% who do), and
- those whose main reason for doing genealogical research is out of personal interest (41%).

Respondents who are most likely to start their genealogical research in an archives centre are residents of the Atlantic provinces (16%), and Quebec (11%).

Respondents who are most likely to start their genealogical research through a genealogical society are:

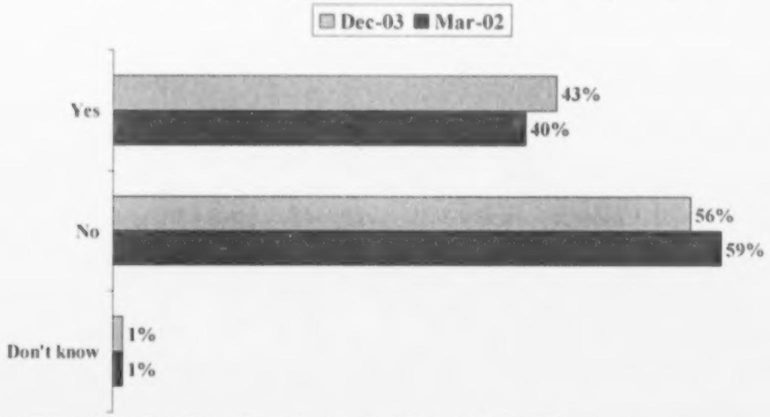
- residents of Quebec (12%),
- older respondents (peaking at 13% among those 55 years of age or older),
- those earning a lower annual income (peaking at 10% among those earning less than $30K),
- those with a Canadian background (12%),
- those who plan to do genealogical research this year (11%) vs. those who plan to do this type of research within the next few years (5%), or when they retire (5%), and
- those who do not think that genealogy helps bring generations closer together (10% vs. 5% who do).

Respondents who are most likely to start their genealogical research in a library are:

- those with lower educational attainment (peaking at 13% among those with less than a high school education),
- those earning a lower annual income (peaking at 11% among those earning less than $30K),
- those with a Canadian background (13%), and
- those are not interested in having one genealogical research site (10% vs. 5% who are interested).

Paying for Genealogical Services and Products

Canadians who have done genealogical research in the past or plan to do so in the future were asked if they are willing to pay for services or products that can be used for genealogical research such as online databases, ordering copies online, etc. Findings show that a large portion of these Canadians are willing to pay for such services and products (43%). This is slightly higher than in March 2002 (43% vs.40%).



Paying for Genealogical Services and Products

Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc?

Base: All those who have done this type of research or plan to in the future N=851 (Dec 2003), N= 975 (Mar 2002)

The following respondents are most likely to say they are willing to pay for these services and products:

- residents of Saskatchewan/Manitoba (50%), and Ontario (49%),
- older respondents who are 55 years of age or more (49%),
- males (48% vs. 38% of females),
- those with a German background (52%) or an English/Irish/Scottish/Welsh background (48%),
- those are interested in having one genealogical research site (48% vs. 28% who are not interested),

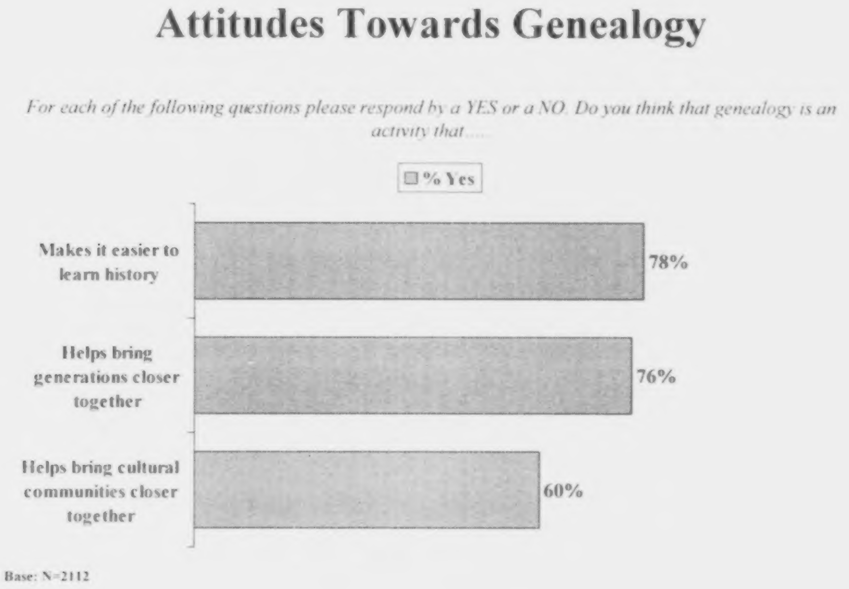
- those who think that genealogy helps bring cultural communities closer together (47% vs. 35% who do not), and
- those who plan to do this type of research this year or within the next few years (48% for each) vs. those who plan to do it when they retire (40%), or those who have already done this type of research (32%).

The following respondents are most likely to say they are not willing to pay for these services and products:

- residents of Quebec (66%),
- those with less than a high school education (63%),
- females (60% vs. 51% of males),
- those are not interested in having one genealogical research site (71% vs. 51% who are interested),
- those who do not think that genealogy helps bring generations closer together (69% vs. 54% who do),
- those who do not think that genealogy helps bring cultural communities closer together (65% vs. 52% who do), and
- those who have already done genealogical research (66%) vs. those who plan to do this type of research within the next few years (50%), this year (52%), or when they retire (58%).

Attitudes Towards Genealogy

Respondents were presented with various attitudinal questions regarding genealogy and asked whether or not they agree with each one by providing a 'yes' or 'no' response. Almost eight in ten Canadians (78%) think genealogy is an activity that makes it easier to learn history, and three-quarters (76%) think it is an activity that helps bring generations closer together. Respondents are less likely to say 'yes' to genealogy being an activity that helps bring cultural communities closer together (60%).



Respondents who are most likely to think that genealogy is an activity that makes it easier to learn history are:

- younger respondents (peaking at 83% among those between 18 and 34 years of age),
- residents of the Atlantic provinces (83%), and Saskatchewan/Manitoba (82%),
- females (82% vs. 75% of males),
- those with some post-secondary education (82%),
- those who plan to do this type of research this year (90%), within the next few years (89%), when they retire (85%), or those who have already done this type of research (88%) vs. those who do not plan on doing genealogical research (73%),

- those are interested in having one genealogical research site (88% vs. 68% who are not interested),
- those whose main motivation for doing genealogical research is to know their roots (90%), or personal interest (88%),
- those who think that genealogy brings cultural communities closer together (89% vs. 64% who do not), and
- those who think genealogy brings generations closer together (86% vs. 57% who do not).

Respondents who are most likely to think that genealogy is an activity that helps bring generations closer together are:

- residents of the Atlantic provinces (83%), Saskatchewan/Manitoba (82%), Alberta (82%), and British Columbia (80%),
- those with a Canadian background (81%), or a German background (80%),
- those whose main motivation for doing genealogical research is to know their roots (88%), or personal interest (90%),
- those who plan to do this type of research this year (88%), within the next few years (87%), when they retire (84%), or those who have already done genealogical research (82%) vs. those who do not plan on doing this type of research (69%),
- those are interested in having one genealogical research site (85% vs. 65% who are not interested),
- those who think genealogy helps bring cultural communities closer together (91% vs. 54% who do not), and
- those who think genealogy helps make it easier to learn history (83% vs. 51% who do not).

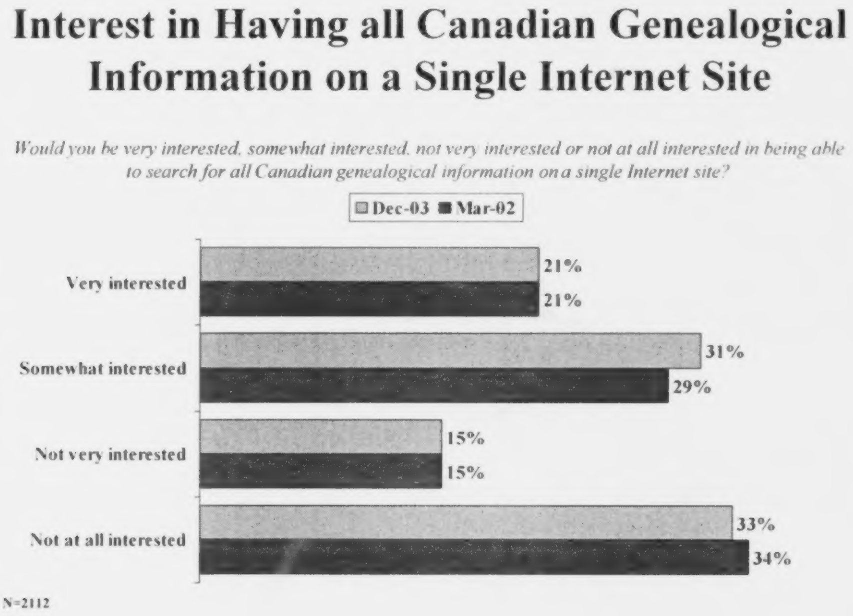
Respondents who are most likely to think that genealogy is an activity that helps bring cultural communities closer together are:

- residents of the Atlantic provinces (71%), Saskatchewan/Manitoba (70%), British Columbia (65%), and Alberta (64%),
- those with a German background (70%), or an Aboriginal background (66%),
- those earning a lower annual income (peaking at 65% among those earning less than $30K),
- younger respondents between 18 to 34 years of age (64%),
- those who are willing to pay for genealogical research services (78% vs. 67% who are not willing),

- those who plan to do this type of research this year (76%), within the next few years (75%), when they retire (69%), or those who have already done genealogical research (66%) vs. those who do not plan on doing this type of research (52%),
- those are interested in having one genealogical research site (72% vs. 47% who are not interested),
- those who think genealogy helps bring generations closer together (72% vs. 24% who do not), and
- those who think genealogy helps make it easier to learn history (68% vs. 31% who do not).

Interest in Having all Canadian Genealogical Information on a Single Internet Site

Respondents were asked if they would be interested in being able to search for all Canadian genealogical information on a single Internet site. Again Canadians are very evenly split in their interest for this kind of Internet site. Slightly more than half of respondents (52%) are very interested (21%) or somewhat interested (31%) in this kind of site which is very similar to the March 2002 findings (52% vs. 50% in March 2002). Forty-eight percent of Canadians (vs. 49% in March 2002) are not interested in this type of site.



Interest in Having all Canadian Genealogical Information on a Single Internet Site

Would you be very interested, somewhat interested, not very interested or not at all interested in being able to search for all Canadian genealogical information on a single Internet site?

The following respondents are most likely to be interested in having all Canadian genealogical Information on a single Internet site:

- younger respondents (peaking at 63% among those between 18 and 34 years of age),
- residents of the Atlantic provinces (62%), Saskatchewan/Manitoba (57%), and British Columbia (57%),
- those with a German background (62%), an Italian background (61%), or an English background (58%),

- those earning a higher annual income (peaking at 58% among those earning $60K or more),
- those with higher educational attainment (peaking at 57% among those with a university education),
- those who plan to do this type of research this year (83%), within the next few years (84%), when they retire (75%), or those who have already done genealogical research (60%) vs. those who do not plan on doing this type of research (36%),
- those who think that genealogy helps bring generations closer together (59% vs. 32% who do not), and
- those who think that genealogy helps bring cultural communities closer together (63% vs. 37% who do not), and
- those who think genealogy helps make it easier to learn history (58% vs. 31% who do not).

APPENDIX I – TOPLINE QUESTIONNAIRE

1. Have you heard of the National Archives of Canada and the National Library of Canada?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
Have heard of these two institutions	48%
Have only heard of the National Library	7%
Have only heard of the National Archives of Canada	11%
Have never heard of either of these institutions	34%

1a. From which of the following sources did you hear about it (or them)

TOTAL MENTIONS	TOTAL
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused	
Unweighted Base	1375
Weighted Base	1384
Through the media (TV, radio, newspapers)	53%
By word of mouth	16%
At school	11%
Through the Internet	6%
At work	6%
Through promotional material	3%
Other	3%
Don't remember	2%
Don't know/Refused	1%

1b. Have you used their services before?

Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused	TOTAL
Unweighted Base	1375
Weighted Base	1384
Yes	15%
No	85%

1c. How did you communicate with them?

TOTAL MENTIONS	TOTAL
Base: Used their services before	
Unweighted Base	205
Weighted Base	210
Facsimile (FAX)	7%
Mail	12%
In person	30%
Telephone	18%
E-mail - Internet	44%
Don't know/Refused	3%

2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at all?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
This year	5%
Within the next few years	16%
When I retire	11%
Not at all	59%
I have already done this type of research/traced my genealogy	8%
Don't know/Refused	1%

2b. What is your main reason for doing genealogical research?

Base: Excludes respondents who said Not at all/Don't know/Refused	TOTAL
Unweighted Base	851
Weighted Base	836
To know my roots / Where I come from	44%
Personal interests	25%
Curiosity	8%
Keep track of my family/ family history	4%
Medical reasons	3%
Hobby	3%
Education/ information	2%
Starting my own family	1%
Professional reasons	1%
Legal reasons	1%
Other	4%
No reason	1%
Don't know/Refused	3%

2c. Where do you intend to begin your research?

Base: Excludes respondents who have already done this type of research	TOTAL
Unweighted Base	697
Weighted Base	674
By talking to your family	43%
On the Internet	37%
In an archives centre	6%
Through a genealogical society	6%
In a library	6%
Government records	1%
Don't know/Refused	1%

2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc.?

Base: Excludes respondents who said Not at all/Don't know/Refused	TOTAL
Unweighted Base	851
Weighted Base	836
Yes	43%
No	56%
Don't know/Refused	1%

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
Yes	76%
No	22%
Don't know/Refused	2%

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
Yes	60%
No	36%
Don't know/Refused	3%

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
Yes	78%
No	19%
Don't know/Refused	2%

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site?

Base: All respondents	TOTAL
Unweighted Base	2112
Weighted Base	2112
Very interested	21%
Somewhat interested	31%
Not very interested	15%
Not at all interested	33%
TOPBOX & LOWBOX SUMMARY	
Interested (Top2Box)	52%
Not interested (Low2Box)	48%

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background?

TOTAL MENTIONS	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
English/Irish/Scottish/Welsh	32%
French/French Canadian	19%
Canadian	12%
German	7%
Aboriginal/Native/Metis	3%
Italian	3%
Chinese/Hong Kong/Taiwanese	2%
Dutch	2%
Polish	2%
Scandinavian - Sweden, Norway, Denmark, Finland, Iceland	2%
Ukrainian	2%
East Indian/Pakistani	1%
Portuguese	1%
Russian	1%
Other	20%
Don't know/Refused	4%

Canadian Public Affairs - Genealogy Study

Table of Contents

Canadian Public Affairs - Genealogy Study 1
- 1. Have you heard of the National Archives of Canada and the National Library of Canada ? 1
- 1a. From which of the following sources did you hear about it (or them) 2
- 1b. Have you used their services before ? 3
- 1c. How did you communicate with them ? 4
- 2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at all ? 5
- 2b. What is your main reason for doing genealogical research ? 6
- 2c. Where do you intend to begin your research ? 7
- 2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. ? 8
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ? 9
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ? 10
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ? 11
- 4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site ? 12
- 5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ? 13

Demographics 14
- Region: 14
- Province: 15
- Urban / Rural 16
- Census Metropolitan Area: 17
- Respondent's Sex: 20
- Language of Interview: 21
- What age group do you fall into ? 22
- What is your current marital status ? 23
- Including yourself, how many people currently live in your household ? 24
- What is the highest level of formal education that you have completed ? 25
- Which one of the following categories best describes your current employment status ? 26
- And which of the following categories best describes your annual household income ? 27

Canadian Public Affairs - Genealogy Study

1. Have you heard of the National Archives of Canada and the National Library of Canada ?

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Have heard of these two institutions	48%
Have only heard of the National Library	7%
Have only heard of the National Archives of Canada	11%
Have never heard of either of these institutions	34%
Don't know/Refused	0

Canadian Public Affairs - Genealogy Study

1a. From which of the following sources did you hear about it (or them)

	TOTAL
TOTAL MENTIONS	
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused	
Unweighted Base	1375
Weighted Base	1384
Through the media (TV, radio, newspapers)	53%
By word of mouth	16%
At school	11%
Through the Internet	6%
At work	6%
Through promotional material	3%
Other	3%
Don't remember	2%
Don't know/Refused	1%

Canadian Public Affairs - Genealogy Study

1b. Have you used their services before ?

	TOTAL
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused	
Unweighted Base	1375
Weighted Base	1384
Yes	15%
No	85%
Don't know/Refused	0

Canadian Public Affairs - Genealogy Study

1c. How did you communicate with them ?

	TOTAL
TOTAL MENTIONS	
Base: Used their services before	
Unweighted Base	205
Weighted Base	210
Facsimile (FAX)	7%
Mail	12%
In person	30%
Telephone	18%
E-mail - Internet	44%
Don't know/Refused	3%

Canadian Public Affairs - Genealogy Study

2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at all ?

	TOTAL
Base All respondents	
Unweighted Base	2112
Weighted Base	2112
This year	5%
Within the next few years	16%
When I retire	11%
Not at all	59%
I have already done this type of research/traced my genealogy	8%
Don't know/Refused	1%

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

	TOTAL
Base: Excludes respondents who said Not at all/Don't know/Refused	
Unweighted Base	851
Weighted Base	836
To know my roots / Where I come from	44%
Personal interests	25%
Curiosity	8%
Keep track of my family/ family history	4%
Medical reasons	3%
Hobby	3%
Education/ information	2%
Starting my own family	1%
Professional reasons	1%
Legal reasons	1%
Religious beliefs	0
To socialize	0
Other	4%
No reason	1%
Don't know/Refused	3%

Canadian Public Affairs - Genealogy Study

2c. Where do you intend to begin your research ?

	TOTAL
Base: Excludes respondents who have already done this type of research	
Unweighted Base	697
Weighted Base	674
By talking to your family	43%
On the Internet	37%
In an archives centre	6%
Through a genealogical society	6%
In a library	6%
Government records	1%
Other	0
Don't know/Refused	1%

Canadian Public Affairs - Genealogy Study

2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. ?

	TOTAL
Base: Excludes respondents who said Not at all/Don't know/Refused	
Unweighted Base	851
Weighted Base	836
Yes	43%
No	56%
Don't know/Refused	1%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Yes	76%
No	22%
Don't know/Refused	2%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Yes	60%
No	36%
Don't know/Refused	3%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Yes	78%
No	19%
Don't know/Refused	2%

Canadian Public Affairs - Genealogy Study

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site ?

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Very interested	21%
Somewhat interested	31%
Not very interested	15%
Not at all interested	33%
Don't know	0
TOPBOX & LOWBOX SUMMARY	
Interested (Top2Box)	52%
Not interested (Low2Box)	48%

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

	TOTAL
TOTAL MENTIONS	
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
Aboriginal/Native/Metis	3%
Canadian	12%
English/Irish/Scottish/Welsh	32%
French/French Canadian	19%
Chinese/Hong Kong/Taiwanese	2%
Dutch	2%
East Indian/Pakistani	1%
Filipino/Philippines	0
German	7%
Greek	0
Italian	3%
Jewish	0
Mennonite	0
Polish	2%
Portuguese	1%
Russian	1%
Scandinavian - Sweden, Norway, Denmark, Finland, Iceland	2%
Ukrainian	2%
Other	20%
Don't know/Refused	4%

Demographics

Region:

	TOTAL
Base: All respondents	
Unweighted Base	2112
Weighted Base	2112
British Columbia	13%
Alberta	10%
Sask/Man	7%
Ontario	38%
Quebec	25%
Atlantic	8%

Demographics

Province:

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
British Columbia	13%
Alberta	10%
Saskatchewan	3%
Manitoba	4%
Ontario	38%
Quebec	25%
New Brunswick	3%
Nova Scotia	3%
Prince Edward Island	0
Newfoundland	2%

Demographics

Urban / Rural

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Urban	81%
Rural	19%

Demographics

Census Metropolitan Area:

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
St. John's	1%
Grand Falls-Windsor	0
Gander	0
Corner Brook	0
Labrador City	0
Charlottetown	0
Summerside	0
Halifax	1%
Kentville	0
Truro	0
New Glasgow	0
Cape Breton	0
Moncton	1%
Saint John	0
Fredericton	0
Bathurst	0
Campbellton	0
Edmundston	0
Matane	0
Rimouski	0
RiviŠre-du-Loup	0
Baie-Comeau	0
Chicoutimi - JonquiŠre	0
Alma	0
Dolbeau	0
Sept-Iles	0
Quebec	2%
Saint-Georges	0
Sherbrooke	1%
Trois-RiviŠres	0
Shawinigan	0
La Tuque	0
Drummondville	0
Granby	0
Saint-Hyacinthe	0
Sorel	0
Joliette	0
Saint-Jean-sur-Richelieu	0
Montreal	11%
Salaberry-de-Valleyfield	0
Lachute	0
Val-d'Or	0
Rouyn-Noranda	0
Cornwall	0
Ottawa - Hull	3%

Demographics

Census Metropolitan Area:

	TOTAL
Brockville	0
Pembroke	0
Kingston	1%
Belleville	0
Cobourg	0
Port Hope	0
Peterborough	0
Lindsay	0
Oshawa	1%
Toronto	14%
Hamilton	3%
St. Catharines - Niagara	1%
Kitchener	1%
Brantford	0
Woodstock	0
Tillsonburg	0
Simcoe	0
Guelph	1%
Stratford	0
London	2%
Chatham	1%
Leamington	0
Windsor	1%
Sarnia	0
Owen Sound	0
Collingwood	0
Barrie	0
Orillia	0
Midland	0
North Bay	0
Sudbury	0
Timmins	0
Sault Ste. Marie	0
Thunder Bay	1%
Winnipeg	2%
Portage la Prairie	0
Brandon	0
Thompson	0
Regina	1%
Yorkton	0
Moose Jaw	0
Swift Current	0
Saskatoon	1%
North Battleford	0
Prince Albert	0
Estevan	0
Medicine Hat	0
Lethbridge	0
Calgary	3%
Red Deer	0

Demographics

Census Metropolitan Area:

	TOTAL
Camrose	0
Edmonton	3%
Lloydminster	0
Grand Centre	0
Grande Prairie	0
Wood Buffalo	0
Wetaskiwin	0
Cranbrook	0
Penticton	0
Kelowna	1%
Vernon	0
Kamloops	1%
Chilliwack	0
Abbotsford	0
Vancouver	6%
Victoria	1%
Duncan	0
Nanaimo	0
Port Alberni	0
Courtenay	0
Campbell River	0
Williams Lake	0
Quesnel	0
Prince Rupert	0
Kitimat	0
Terrace	0
Prince George	0
Dawson Creek	0
Not in a CMA/Unknown	21%

Demographics

Respondent's Sex:

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Male	48%
Female	52%

Demographics

Language of Interview:

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
English	78%
French	22%

Demographics

What age group do you fall into ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
18 to 24	12%
25 to 34	18%
35 to 44	20%
45 to 54	19%
55 to 64	16%
65 to 74	9%
75+	4%
Refused	3%
STATISTICS	
Average age	45
Standard Deviation	16.5
Standard Error	0.4

Demographics

What is your current marital status ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Single or never married	24%
Married	50%
Common-law or living with a partner	9%
Divorced or separated	10%
Widowed	6%
Refused	1%

Demographics

Including yourself, how many people currently live in your household ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
1 person	17%
2 persons	35%
3 persons	18%
4 persons	16%
5 persons	8%
6 persons	2%
7 persons	1%
8 persons	0
10+ persons	0
Refused	1%
STATISTICS	
Mean	2.72

Demographics

What is the highest level of formal education that you have completed ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Grade school or some high school	12%
Complete high school	23%
Complete technical or trade school/Community college	24%
Some community college or university, but did not finish	12%
Complete university degree, such as a Bachelor's	20%
Post-graduate degree, such as a Master's or Ph.D.	8%
Refused	1%

Demographics

Which one of the following categories best describes your current employment status ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Working full-time	43%
Working part-time	11%
Self-employed	9%
Unemployed, but looking for work	5%
Retired	5%
Attending school full-time/A student	18%
Not in the workforce/A full-time homemaker	7%
Other/Social assistance/Disability	1%
Refused	1%

Demographics

And which of the following categories best describes your annual household income ?

	TOTAL
Base: All Respondents	
Unweighted Base	2112
Weighted Base	2112
Under $10,000	4%
$10,000 to just under $20,000	8%
$20,000 to just under $30,000	11%
$30,000 to just under $40,000	12%
$40,000 to just under $50,000	12%
$50,000 to just under $60,000	9%
$60,000 to just under $70,000	7%
$70,000 to just under $80,000	6%
$80,000 to just under $100,000	7%
$100,000 and over	11%
Refused	13%

Canadian Public Affairs - Genealogy Study

Table of Contents

Canadian Public Affairs - Genealogy Study

1. Have you heard of the National Archives of Canada and the National Library of Canada ?

1a. From which of the following sources did you hear about it (or them)

1b. Have you used their services before ?

1c. How did you communicate with them ?

2a By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at

2b What is your main reason for doing genealogical research ?

2c. Where do you intend to begin your research ?

2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. ?

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site ?

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Demographics

Region:

Province:

Urban / Rural

Census Metropolitan Area:

Respondent's Sex:

Language of Interview:

What age group do you fall into ?

What is your current marital status ?

Including yourself, how many people currently live in your household ?

What is the highest level of formal education that you have completed ?

Which one of the following categories best describes your current employment status ?

And which of the following categories best describes your annual household income ?

Canadian Public Affairs - Genealogy Study

1. Have you heard of the National Archives of Canada and the National Library of Canada ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Have heard of these two institutions	1004 48%	124 45%	87 43%	74 51% E	432 54% ABE	205 39%	82 50% E	215 35%	398 49% G	364 59% GH
Have only heard of the National Library	144 7%	18 7%	17 8% C	4 3%	57 7% C	39 8% C	8 5%	44 7%	61 8%	36 6%
Have only heard of the National Archives of Canada	236 11%	39 14% E	22 11%	19 13% E	90 11% E	36 7%	30 18% BDE	61 10%	94 11%	75 12%
Have never heard of either of these institutions	720 34%	97 35% D	78 38% DF	45 32%	217 27%	239 46% ACDF	43 27%	298 48% HI	256 31% I	143 23%
Don't know/Refused	8 0	1 0	0 -	1 1%	3 0	2 0	0 -	2 0	5 1%	1 0

Canadian Public Affairs - Genealogy Study

1a. From which of the following sources did you hear about it (or them)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused										
Unweighted Base	1375	175	122	133	557	246	142	333	593	411
Weighted Base	1384	182	126	97	580	280	120	320	553	476
Through the media (TV, radio, newspapers)	738 53%	100 55%	70 56%	62 64% D	282 49%	155 55%	68 57%	115 36%	293 53% G	308 65% GH
By word of mouth	217 16%	26 14%	18 14%	12 12%	103 18% F	48 17% F	11 9%	58 18%	87 16%	67 14%
At school	145 11%	28 15% E	11 9%	9 10%	69 12% E	15 5%	13 11% E	74 23% HI	52 9% I	18 4%
Through the Internet	82 6%	9 5%	7 6%	4 4%	33 6%	21 7%	9 7%	28 9% I	37 7% I	16 3%
At work	82 6%	7 4%	10 8%	6 6%	32 6%	17 6%	10 8%	24 7% I	44 8% I	13 3%
Through promotional material	44 3%	2 1%	4 3%	1 1%	26 4%	8 3%	4 3%	11 3%	16 3%	18 4%
Other	37 3%	5 3%	2 2%	1 1%	16 3%	9 3%	4 3%	3 1%	15 3%	19 4% G
Don't remember	27 2%	4 2%	2 2%	1 1%	12 2%	6 2%	2 2%	6 2%	7 1%	12 3%
Don't know/Refused	11 1%	0 -	1 1%	1 1%	7 1%	2 1%	0 -	1 0	4 1%	5 1%

Canadian Public Affairs - Genealogy Study

1b. Have you used their services before ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused										
Unweighted Base	1375	175	122	133	557	246	142	333	593	411
Weighted Base	1384	182	126	97	580	280	120	320	553	476
Yes	210 15%	26 14%	22 18% C	8 8%	81 14%	52 19% C	20 17% C	41 13%	96 17%	68 14%
No	1172 85%	156 86%	103 82%	89 92% BEF	498 86%	228 81%	100 83%	279 87%	456 82%	407 86%
Don't know/Refused	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	2 0	0 -

Canadian Public Affairs - Genealogy Study

1c. How did you communicate with them ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Used their services before										
Unweighted Base	205	26	22	11	79	44	23	42	100	58
Weighted Base	210	26**	22**	8**	81*	52*	20**	41*	96*	68*
Facsimile (FAX)	14 7%	3 10%	2 8%	1 9%	1 1%	4 9%	3 15%	0 -	8 9%	5 8%
Mail	25 12%	6 24%	3 15%	1 10%	5 6%	6 12%	3 15%	3 7%	9 9%	13 18%
In person	63 30%	4 14%	3 13%	1 19%	29 36%	21 41%	4 22%	11 26%	35 37%	16 23%
Telephone	37 18%	4 14%	2 9%	1 18%	15 18%	9 17%	7 34%	3 8%	19 20%	15 23%
E-mail - Internet	93 44%	13 49%	15 67%	5 62%	35 43%	17 33%	8 40%	26 65% HI	40 41%	24 35%
Don't know/Refused	6 3%	1 3%	1 6%	0 -	3 4%	0 -	1 5%	0 -	1 1%	5 8% H

Canadian Public Affairs - Genealogy Study

2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you r

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
This year	97 5%	15 5%	14 7% D	9 6%	29 4%	19 4%	11 7% D	19 3%	50 6% G	28 5%
Within the next few years	335 16%	46 17% E	44 21% E	23 16% E	145 18% E	53 10%	24 15%	159 26% HI	112 14% I	58 9%
When I retire	242 11%	37 13%	23 11%	17 12%	72 9%	70 13% D	23 14% D	83 13% I	115 14% I	39 6%
Not at all	1248 59%	162 58%	109 53%	84 59%	504 63% BE	296 57%	93 57%	325 52%	466 57%	418 67% GH
I have already done this type of research/traced my genealogy	162 8%	17 6%	11 5%	8 6%	44 5%	72 14% ABCDF	11 7%	23 4%	62 8% G	70 11% GH
Don't know/Refused	28 1%	2 1%	4 2%	2 2%	7 1%	11 2%	1 0	10 2%	10 1%	7 1%

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Not at all/Don't know/Refused										
Unweighted Base	851	107	93	81	280	200	90	309	358	165
Weighted Base	836	115	92*	57*	289	214	69*	285	338	196
To know my roots / Where I come from	367 44%	51 44%	41 44%	29 50%	117 40%	100 47%	30 43%	134 47% H	132 39%	93 47%
Personal interests	211 25%	31 27% E	24 26%	11 19%	91 32% CE	36 17%	17 24%	77 27%	78 23%	52 26%
Curiosity	67 8%	8 7%	6 6%	5 9%	16 5%	26 12% D	6 9%	20 7%	34 10%	13 6%
Keep track of my family/ family history	32 4%	6 5%	8 9% DE	2 4%	8 3%	6 3%	2 3%	11 4%	15 4%	6 3%
Medical reasons	27 3%	4 4%	2 2%	1 2%	11 4%	7 3%	2 2%	8 3%	14 4%	5 3%
Hobby	26 3%	4 3%	2 2%	1 1%	11 4%	5 2%	4 6%	4 2%	18 5% G	4 2%
Education/ information	17 2%	1 1%	3 3%	2 4%	6 2%	4 2%	2 2%	7 3%	9 3%	1 0
Starting my own family	7 1%	1 1%	1 1%	0 -	5 2%	1 0	0 -	3 1%	1 0	3 1%
Professional reasons	7 1%	1 1%	2 2%	1 1%	2 1%	2 1%	0 -	1 0	6 2%	0 -
Legal reasons	6 1%	0 -	1 1%	1 1%	3 1%	1 1%	0 -	1 1%	3 1%	1 1%
Religious beliefs	2 0	0 -	0 -	1 2% DE	1 0	0 -	0 -	1 0	1 0	1 0
To socialize	2 0	1 1%	0 -	0 -	0 -	1 0	0 -	0 -	1 0	1 1%
Other	31 4%	5 4%	2 2%	1 2%	10 3%	9 4%	5 7%	10 3%	14 4%	7 4%

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
No reason	5 1%	0 -	0 -	0 -	2 1%	2 1%	1 2%	3 1%	2 1%	0 -
Don't know/Refused	28 3%	2 2%	1 1%	2 4%	8 3%	13 6%	2 2%	5 2%	12 3%	10 5%

Canadian Public Affairs - Genealogy Study

2c. Where do you intend to begin your research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who have already done this type of research										
Unweighted Base	697	90	82	70	239	138	78	282	296	107
Weighted Base	674	98*	81*	49*	245	142	59*	261	276	125
By talking to your family	292 43%	45 46%	44 55% E	20 41%	110 45% E	48 34%	24 40%	134 51% HI	116 42% I	37 29%
On the Internet	247 37%	38 39%	28 34%	20 40%	92 38%	48 34%	20 35%	87 33%	108 39%	48 38%
In an archives centre	42 6%	4 4%	2 2%	2 5%	9 4%	15 11% BD	9 16% ABCD	12 4%	17 6%	11 9%
Through a genealogical society	42 6%	7 7%	3 4%	3 7%	9 4%	17 12% BDF	2 4%	10 4%	14 5%	17 13% GH
In a library	38 6%	1 1%	3 3%	2 4%	19 8% A	9 7% A	3 6%	13 5%	14 5%	10 8%
Government records	4 1%	1 2%	1 1%	0 -	1 0	0 -	0 -	1 1%	1 0	1 1%
Other	3 0	1 1%	0 -	0 -	1 0	1 1%	0 -	0 -	3 1%	0 -
Don't know/Refused	8 1%	0 -	0 -	1 3%	4 2%	3 2%	0 -	4 1%	4 1%	1 1%

Canadian Public Affairs - Genealogy Study

2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealog

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Not at all/Don't know/Refused										
Unweighted Base	851	107	93	81	280	200	90	309	358	165
Weighted Base	836	115	92*	57*	289	214	69*	285	338	196
Yes	359 43%	51 44% E	39 43%	29 50% E	142 49% E	67 31%	31 45% E	129 45%	134 40%	95 49%
No	466 56%	63 55%	51 56%	27 48%	144 50%	142 66% CD	38 55%	155 54%	197 58%	100 51%
Don't know/Refused	10 1%	1 1%	1 1%	1 2%	3 1%	4 2%	0 -	1 1%	8 2% I	0 -

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Yes	1595 76%	223 80% E	167 82% E	117 82% E	603 75% E	350 67%	135 83% DE	477 77% I	635 78% I	445 72%
No	469 22%	52 19%	33 16%	22 15%	176 22% C	159 30% ABCDF	27 17%	138 22%	160 20%	155 25% H
Don't know/Refused	49 2%	4 1%	4 2%	4 3%	22 3%	13 2%	1 1%	4 1%	19 2% G	20 3% G

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Yes	1269 60%	182 65% E	131 64% E	100 70% DE	484 60% E	255 49%	115 71% DE	397 64% H	476 58%	373 60%
No	771 36%	91 33%	68 33%	38 27%	280 35% C	248 48% ABCDF	45 28%	213 34%	311 38%	217 35%
Don't know/Refused	73 3%	6 2%	5 2%	5 4%	36 5%	19 4%	3 2%	9 1%	28 3% G	31 5% G

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Yes	1658 78%	220 79%	160 78%	117 82%	607 76%	416 80%	136 83% D	514 83% HI	642 79%	465 75%
No	411 19%	56 20%	39 19%	24 17%	169 21%	98 19%	26 16%	99 16%	154 19%	141 23% G
Don't know/Refused	43 2%	3 1%	5 2%	2 2%	24 3%	7 1%	2 1%	6 1%	19 2%	14 2%

Canadian Public Affairs - Genealogy Study

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet si

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Very interested	443 21%	68 24%	41 20%	32 22%	155 19%	103 20%	44 27% D	128 21%	193 24% I	109 18%
Somewhat interested	656 31%	92 33% E	68 33% E	49 34% E	257 32% E	132 25%	58 36% E	260 42% HI	258 32% I	126 20%
Not very interested	312 15%	40 14%	32 16%	18 13%	127 16%	77 15%	17 10%	105 17%	111 14%	89 14%
Not at all interested	692 33%	78 28%	63 31%	43 30%	257 32%	207 40% ABCDF	44 27%	125 20%	248 30% G	295 48% GH
Don't know	9 0	1 0	0 -	1 1%	4 0	2 0	1 0	1 0	6 1%	1 0
TOPBOX & LOWBOX SUMMARY										
Interested (Top2Box)	1099 52%	160 57% E	109 53%	81 57% E	412 52% E	235 45%	102 62% DE	388 63% HI	451 55% I	236 38%
Not interested (Low2Box)	1004 48%	118 42%	95 47%	62 43%	384 48% F	284 55% ACDF	61 37%	231 37%	358 44% G	383 62% GH

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Aboriginal/Native/Metis	66 3%	6 2%	5 2%	8 6% AD	21 3%	21 4%	4 3%	27 4%	24 3%	15 2%
Canadian	255 12%	32 11%	26 13%	17 12%	86 11%	69 13%	25 16%	67 11%	107 13%	76 12%
English/Irish/Scottish/Welsh	674 32%	112 40% E	73 36% E	52 36% E	304 38% E	42 8%	91 56% ABCDE	169 27%	251 31%	241 39% GH
French/French Canadian	407 19%	24 9%	10 5%	11 8%	70 9%	274 52% ABCDF	18 11% B	99 16%	167 20% G	131 21% G
Chinese/Hong Kong/Taiwanese	39 2%	13 5% BCDEF	3 1%	2 1%	18 2% F	4 1%	0 -	20 3% I	17 2% I	1 0
Dutch	35 2%	9 3% E	6 3% E	1 1%	14 2%	2 0	2 1%	12 2%	11 1%	11 2%
East Indian/Pakistani	11 1%	3 1% E	2 1% E	0 -	6 1%	0 -	0 -	3 0	3 0	2 0
Filipino/Philippines	5 0	0 -	0 -	1 1%	2 0	2 0	0 -	3 0	2 0	0 -
German	146 7%	27 10% DE	38 19% ADEF	21 15% DEF	42 5% E	5 1%	13 8% E	52 8%	58 7%	36 6%
Greek	8 0	0 -	1 1%	0 -	3 0	2 0	1 1%	3 0	1 0	4 1%

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Italian	59 3%	10 3% C	2 1%	1 0	35 4% BCEF	11 2%	1 1%	24 4% I	28 3% I	3 1%
Jewish	6 0	1 1%	1 1%	1 0	3 0	0 -	0 -	1 0	3 0	1 0
Mennonite	1 0	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -
Polish	44 2%	6 2% E	11 5% EF	6 4% EF	20 3% E	1 0	1 1%	14 2%	21 3%	7 1%
Portuguese	18 1%	5 2% E	1 1%	1 0	10 1% E	1 0	0 -	12 2% HI	5 1%	1 0
Russian	21 1%	6 2% E	4 2% E	3 2% EF	8 1%	1 0	0 -	11 2% H	5 1%	6 1%
Scandinavian - Sweden, Norway, Denmark, Finland, Iceland	51 2%	10 4% E	16 8% CDEF	2 2%	18 2% E	3 1%	2 1%	11 2%	17 2%	21 3%
Ukrainian	33 2%	2 1%	12 6% ADEF	13 9% ADEF	6 1%	0 -	1 0	13 2%	11 1%	7 1%
Other	425 20%	64 23% CEF	37 18% F	18 13%	204 26% BCEF	85 16%	17 10%	140 23% I	165 20%	104 17%
Don't know/Refused	91 4%	8 3%	7 3%	8 6%	30 4%	26 5%	12 7% AD	34 6%	30 4%	23 4%

Demographics

Region:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
British Columbia	279 13%	279 100% BCDEF	0 -	0 -	0 -	0 -	0 -	80 13%	108 13%	84 14%
Alberta	204 10%	0 -	204 100% ACDEF	0 -	0 -	0 -	0 -	67 11%	78 10%	51 8%
Sask/Man	143 7%	0 -	0 -	143 100% ABDEF	0 -	0 -	0 -	42 7%	53 7%	45 7%
Ontario	800 38%	0 -	0 -	0 -	800 100% ABCEF	0 -	0 -	237 38%	308 38%	233 38%
Quebec	521 25%	0 -	0 -	0 -	0 -	521 100% ABCDF	0 -	147 24%	205 25%	158 26%
Atlantic	163 8%	0 -	0 -	0 -	0 -	0 -	163 100% ABCDE	46 7%	62 8%	50 8%

Demographics

Province:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
British Columbia	279 13%	279 100% BCDEF	0 -	0 -	0 -	0 -	0 -	80 13%	108 13%	84 14%
Alberta	204 10%	0 -	204 100% ACDEF	0 -	0 -	0 -	0 -	67 11%	78 10%	51 8%
Saskatchewan	67 3%	0 -	0 -	67 47% ABDEF	0 -	0 -	0 -	23 4%	23 3%	20 3%
Manitoba	76 4%	0 -	0 -	76 53% ABDEF	0 -	0 -	0 -	19 3%	31 4%	25 4%
Ontario	800 38%	0 -	0 -	0 -	800 100% ABCEF	0 -	0	237 38%	308 38%	233 38%
Quebec	521 25%	0 -	0 -	0 -	0 -	521 100% ABCDF	0 -	147 24%	205 25%	158 26%
New Brunswick	55 3%	0 -	0 -	0 -	0 -	0 -	55 33% ABCDE	19 3%	17 2%	16 3%
Nova Scotia	65 3%	0 -	0 -	0 -	0 -	0 -	65 40% ABCDE	15 2%	26 3%	22 4%
Prince Edward Island	10 0	0 -	0 -	0 -	0 -	0 -	10 6% ABCDE	1 0	2 0	7 1% G
Newfoundland	34 2%	0 -	0 -	0 -	0 -	0 -	34 21% ABCDE	12 2%	17 2% I	4 1%

Demographics

Urban / Rural

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Urban	1701	242	177	98	673	426	84	534	662	457
	81%	87%	87%	69%	84%	82%	52%	86%	81%	74%
		CF	CF	F	CF	CF		HI	I	
Rural	411	37	27	45	127	96	79	85	153	163
	19%	13%	13%	31%	16%	18%	48%	14%	19%	26%
				ABDE			ABCDE		G	GH

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
St. John's	12 1%	0 -	0 -	0 -	0 -	0 -	12 8% ABCDE	6 1%	5 1%	2 0
Grand Falls-Windsor	2 0	0 -	0 -	0 -	0 -	0 -	2 1% DE	1 0	1 0	0
Gander	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	1 0	0 -
Corner Brook	2 0	0 -	0 -	0 -	0 -	0 -	2 1% DE	2 0	0 -	0 -
Labrador City	1 0	0 -	0 -	0 -	0 -	0 -	1 0 D	0 -	1 0	0 -
Charlottetown	5 0	0 -	0 -	0 -	0 -	0 -	5 3% ABCDE	0 -	2 0	2 0
Summerside	1 0	0 -	0 -	0 -	0 -	0 -	1 1% DE	0 -	0 -	1 0
Halifax	24 1%	0 -	0 -	0 -	0 -	0 -	24 15% ABCDE	5 1%	11 1%	8 1%
Kentville	4 0	0 -	0 -	0 -	0 -	0 -	4 2% ABCDE	1 0	1 0	2 0
Truro	5 0	0 -	0 -	0 -	0 -	0 -	5 3% ABCDE	1 0	2 0	2 0
New Glasgow	4 0	0 -	0 -	0 -	0 -	0 -	4 3% ABCDE	1 0	2 0	0 -
Cape Breton	6 0	0 -	0 -	0 -	0 -	0 -	6 4% ABCDE	3 0	2 0	1 0
Moncton	11 1%	0 -	0 -	0 -	0 -	0 -	11 7% ABCDE	4 1%	3 0	3 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Saint John	6 0	0 -	0 -	0 -	0 -	0 -	6 4% ABCDE	2 0	3 0	1 0
Fredericton	4 0	0 -	0 -	0 -	0 -	0 -	4 2% ABCDE	3 0	1 0	0 -
Bathurst	4 0	0 -	0 -	0 -	0 -	0 -	4 2% ABCDE	0 -	2 0	2 0
Campbellton	3 0	0 -	0 -	0 -	0 -	1 0	2 1% D	2 0	0 -	1 0
Edmundston	1 0	0 -	0 -	0 -	0 -	0 -	1 1% D	0 -	0 -	1 0
Matane	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -
Rimouski	3 0	0 -	0 -	0 -	0 -	3 1%	0 -	0 -	1 0	2 0
RiviŠre-du-Loup	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Baie-Comeau	6 0	0 -	0 -	0 -	0 -	6 1% D	0 -	2 0	2 0	1 0
Chicoutimi - JonquiŠre	7 0	0 -	0 -	0 -	0 -	7 1% D	0 -	3 1%	1 0	3 0
Alma	3 0	0 -	0 -	0 -	0 -	3 0	0 -	0 -	1 0	1 0
Dolbeau	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Sept-Iles	3 0	0 -	0 -	0 -	0 -	3 1% D	0 -	0 -	1 0	1 0
Quebec	47 2%	0 -	0 -	0 -	0 -	47 9% ABCDF	0 -	15 2%	14 2%	17 3%
Saint-Georges	4 0	0 -	0 -	0 -	0 -	4 1% D	0 -	1 0	2 0	1 0
Sherbrooke	16 1%	0 -	0 -	0 -	0 -	16 3% ABCDF	0 -	6 1%	4 0	6 1%
Trois-RiviŠres	7 0	0 -	0 -	0 -	0 -	7 1% D	0 -	1 0	4 0	3 0
Shawinigan	6 0	0 -	0 -	0 -	0 -	6 1% D	0 -	2 0	2 0	2 0
La Tuque	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Drummondville	4 0	0 -	0 -	0 -	0 -	4 1% D	0 -	2 0	1 0	2 0
Granby	6 0	0 -	0 -	0 -	0 -	6 1% D	0 -	2 0	2 0	2 0
Saint-Hyacinthe	3 0	0 -	0 -	0 -	0 -	3 1% D	0 -	1 0	1 0	1 0
Sorel	3 0	0 -	0 -	0 -	0 -	3 1%	0 -	2 0	1 0	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Joliette	3 0	0 -	0 -	0 -	0 -	3 1% D	0 -	2 0	1 0	0 -
Saint-Jean-sur-Richelieu	5 0	0 -	0 -	0 -	0 -	5 1% D	0 -	2 0	3 0	0 -
Montreal	231 11%	0 -	0 -	0 -	0 -	231 44% ABCDF	0 -	78 13% I	92 11%	54 9%
Salaberry-de-Valleyfield	4 0	0 -	0 -	0 -	0 -	4 1% D	0 -	1 0	1 0	1 0
Lachute	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Val-d'Or	3 0	0 -	0 -	0 -	0 -	3 1% D	0 -	2 0	1 0	0 -
Rouyn-Noranda	4 0	0 -	0 -	0 -	0 -	4 1% D	0 -	0 -	4 0	0 -
Cornwall	5 0	0 -	0 -	0 -	5 1%	0 -	0 -	1 0	2 0	2 0
Ottawa - Hull	66 3%	0 -	0 -	0 -	48 6% ABCF	19 4% ABCF	0 -	14 2%	31 4%	19 3%
Brockville	8 0	0 -	0 -	0 -	8 1% E	0 -	0 -	1 0	6 1%	1 0
Pembroke	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Kingston	13 1%	0 -	0 -	0 -	13 2% AE	0 -	0 -	4 1%	3 0	5 1%
Belleville	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Cobourg	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	2 0

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Port Hope	2 0	0 -	0 -	0 -	2 0	0 -	0 -	2 0	0 -	0 -
Peterborough	10 0	0 -	0 -	0 -	10 1% E	0 -	0 -	2 0	2 0	7 1%
Lindsay	8 0	0 -	0 -	0 -	8 1% E	0 -	0 -	0 -	6 1% G	3 0
Oshawa	19 1%	0 -	0 -	0 -	19 2% ABCEF	0 -	0 -	4 1%	12 1%	2 0
Toronto	299 14%	0 -	0 -	0 -	299 37% ABCEF	0 -	0 -	114 18% HI	110 14%	65 10%
Hamilton	56 3%	0 -	0 -	0 -	56 7% ABCEF	0 -	0 -	11 2%	29 4%	15 2%
St. Catharines - Niagara	23 1%	0 -	0 -	0 -	23 3% ABCEF	0 -	0 -	7 1%	7 1%	9 1%
Kitchener	25 1%	0 -	0 -	0 -	25 3% ABCEF	0 -	0 -	8 1%	8 1%	9 1%
Brantford	5 0	0 -	0 -	0 -	5 1%	0 -	0 -	2 0	1 0	2 0
Woodstock	2 0	0 -	0 -	0 -	2 0	0 -	0 -	1 0	0 -	1 0
Tillsonburg	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Simcoe	9 0	0 -	0 -	0 -	9 1% E	0 -	0 -	2 0	1 0	6 1% H
Guelph	13 1%	0 -	0 -	0 -	13 2% AE	0 -	0 -	10 2% HI	2 0	1 0
Stratford	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	1 0	1 0

Demographics
Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
London	38 2%	0 -	0 -	0 -	38 5% ABCEF	0 -	0 -	11 2%	10 1%	17 3% H
Chatham	13 1%	0 -	0 -	0 -	13 2% AE	0 -	0 -	4 1%	7 1%	1 0
Leamington	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -	2 0	1 0
Windsor	15 1%	0 -	0 -	0 -	15 2% AE	0 -	0 -	3 1%	6 1%	7 1%
Sarnia	7 0	0 -	0 -	0 -	7 1% E	0 -	0 -	1 0	3 0	2 0
Owen Sound	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Collingwood	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Barrie	8 0	0 -	0 -	0 -	8 1% E	0 -	0 -	2 0	2 0	3 1%
Orillia	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Midland	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
North Bay	6 0	0 -	0 -	0 -	6 1%	0 -	0 -	3 0	3 0	0 -
Sudbury	10 0	0 -	0 -	0 -	10 1% E	0 -	0 -	3 0	6 1%	1 0
Timmins	5 0	0 -	0 -	0 -	5 1%	0 -	0 -	2 0	2 0	1 0

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Sault Ste. Marie	7 0	0 -	0 -	0 -	7 1% E	0 -	0 -	2 0	3 0	1 0
Thunder Bay	15 1%	0 -	0 -	0 -	15 2% AE	0 -	0 -	7 1%	4 0	4 1%
Winnipeg	44 2%	0 -	0 -	44 31% ABDEF	0 -	0 -	0 -	12 2%	18 2%	13 2%
Portage la Prairie	1 0	0 -	0 -	1 1% DE	0 -	0 -	0 -	0 -	0 -	1 0
Brandon	4 0	0 -	0 -	4 2% ABDEF	0 -	0 -	0 -	1 0	3 0	0 -
Thompson	1 0	0 -	0 -	1 1% DE	0 -	0 -	0 -	1 0	0 -	0 -
Regina	13 1%	0 -	0 -	13 9% ABDEF	0 -	0 -	0 -	5 1%	3 0	4 1%
Yorkton	2 0	0 -	0 -	2 1% ADE	0 -	0 -	0 -	0 -	2 0	0 -
Moose Jaw	4 0	0 -	0 -	4 3% ABDEF	0 -	0 -	0 -	1 0	1 0	2 0
Swift Current	2 0	0 -	0 -	2 2% ABDE	0 -	0 -	0 -	0 -	2 0	1 0
Saskatoon	15 1%	0 -	0 -	15 11% ABDEF	0 -	0 -	0 -	9 1% I	5 1%	1 0
North Battleford	1 0	0 -	0 -	1 1% DE	0 -	0 -	0 -	0 -	1 0	0 -
Prince Albert	2 0	0 -	0 -	2 2% ADE	0 -	0 -	0 -	0 -	1 0	1 0
Estevan	1 0	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Medicine Hat	2 0	0 -	2 1% DE	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Lethbridge	9 0	0 -	9 4% ACDEF	0 -	0 -	0 -	0 -	1 0	4 0	4 1%
Calgary	66 3%	0 -	66 32% ACDEF	0 -	0 -	0 -	0 -	20 3%	25 3%	16 3%
Red Deer	4 0	0 -	4 2% ADE	0 -	0 -	0 -	0 -	2 0	0 -	1 0
Camrose	2 0	0 -	2 1% DE	0 -	0 -	0 -	0 -	1 0	1 0	0 -
Edmonton	68 3%	0 -	68 33% ACDEF	0 -	0 -	0 -	0 -	28 5% I	27 3%	11 2%
Lloydminster	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -
Grand Centre	1 0	0 -	1 1% D	0 -	0 -	0 -	0 -	1 0	0 -	0 -
Grande Prairie	1 0	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	0 -	1 0
Wood Buffalo	6 0	0 -	6 3% ACDEF	0 -	0 -	0 -	0 -	2 0	2 0	1 0
Wetaskiwin	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	1 0	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Cranbrook	7 0	7 3% BCDEF	0 -	0 -	0 -	0 -	0 -	1 0	6 1% I	0 -
Penticton	4 0	4 1% DE	0 -	0 -	0 -	0 -	0 -	0 -	1 0	2 0
Kelowna	11 1%	11 4% BCDEF	0 -	0 -	0 -	0 -	0 -	0 -	8 1% G	3 1%
Vernon	5 0	5 2% DE	0 -	0 -	0 -	0 -	0 -	3 0	2 0	0 -
Kamloops	15 1%	15 5% BCDEF	0 -	0 -	0 -	0 -	0 -	7 1%	5 1%	3 1%
Chilliwack	4 0	4 1% DE	0 -	0 -	0 -	0 -	0 -	0 -	4 0	0 -
Abbotsford	9 0	9 3% BCDEF	0 -	0 -	0 -	0 -	0 -	1 0	2 0	5 1%
Vancouver	119 6%	119 43% BCDEF	0 -	0 -	0 -	0 -	0 -	45 7% I	44 5%	25 4%
Victoria	17 1%	17 6% BCDEF	0 -	0 -	0 -	0 -	0 -	3 0	7 1%	7 1%
Duncan	2 0	2 1% DE	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Nanaimo	8 0	8 3% BCDEF	0 -	0 -	0 -	0 -	0 -	1 0	2 0	4 1%
Port Alberni	2 0	2 1% D	0 -	0 -	0 -	0 -	0 -	0 -	1 0	1 0
Courtenay	6 0	6 2% BDE	0 -	0 -	0 -	0 -	0 -	0 -	4 0	2 0
Campbell River	6 0	6 2% BDE	0 -	0 -	0 -	0 -	0 -	0 -	2 0	4 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Williams Lake	4 0	4 2% DE	0 -	0 -	0 -	0 -	0 -	1 0	2 0	1 0
Quesnel	2 0	2 1% D	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 0
Prince Rupert	2 0	2 1% D	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 0
Kitimat	1 0	1 1% D	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -
Terrace	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -
Prince George	7 0	7 3% BCDEF	0 -	0 -	0 -	0 -	0 -	3 0	5 1%	0 -
Dawson Creek	2 0	2 1% DE	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Not in a CMA/Unknown	451 [illegible]%	44 16%	43 21% D	51 36% ABDE	115 14%	128 25% AD	69 42% ABDE	92 15%	174 21% G	175 28% GH

Demographics

Respondent's Sex:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Male	1021 48%	135 48%	101 50%	69 48%	385 48%	251 48%	78 48%	308 50%	400 49%	282 45%
Female	1091 52%	144 52%	103 50%	74 52%	415 52%	270 52%	85 52%	311 50%	415 51%	338 55%

Demographics

Language of Interview:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
English	1637	279	204	143	799	48	163	493	629	469
	78%	100%	100%	100%	100%	9%	100%	80%	77%	76%
		E	E	E	E		E			
French	475	0	0	0	1	473	0	127	186	151
	22%	-	-	-	0	91%	-	20%	23%	24%
						ABCDF				

Demographics

What age group do you fall into ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
18 to 24	244 12%	30 11%	31 15% F	16 11%	89 11%	64 12%	14 8%	244 39% HI	0 -	0 -
25 to 34	375 18%	50 18%	37 18%	26 18%	147 18%	82 16%	32 20%	375 61% HI	0 -	0 -
35 to 44	418 20%	54 19%	41 20%	27 19%	155 19%	112 21%	29 18%	0 -	418 51% GI	0 -
45 to 54	397 19%	54 19%	37 18%	26 18%	153 19%	93 18%	33 20%	0 -	397 49% GI	0 -
55 to 64	330 16%	46 17% B	20 10%	22 15%	118 15%	96 18% B	27 17%	0 -	0 -	330 53% GH
65 to 74	195 9%	25 9%	19 9%	12 9%	82 10%	43 8%	14 9%	0 -	0 -	195 32% GH
75+	94 4%	13 5%	11 5%	10 7%	33 4%	20 4%	8 5%	0 -	0 -	94 15% GH
Refused	58 3%	8 3%	8 4%	3 2%	22 3%	11 2%	5 3%	0 -	0 -	0 -
STATISTICS										
Average age	45	46	44	46	45	45	46	26	44 G	65 GH
Standard Deviation	16.5	16.4	17.3	17.7	16.4	16.2	15.9	4.9	5.6	8.3
Standard Error	0.4	1.0	1.2	1.3	0.6	0.7	1.1	0.2	0.2	0.4

Demographics

What is your current marital status ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Single or never married	505 24%	59 21%	44 22%	29 20%	194 24%	140 27%	37 23%	307 50% HI	132 16% I	58 9%
Married	1051 50%	150 54% E	114 56% E	82 57% E	424 53% E	198 38%	82 50% E	196 32%	472 58% G	360 58% G
Common-law or living with a partner	197 9%	20 7%	10 5%	12 9%	57 7%	82 16% ABCD	17 10% B	94 15% HI	84 10% I	18 3%
Divorced or separated	211 10%	34 12% C	22 11%	8 5%	65 8%	66 13% CD	16 10%	22 3%	105 13% G	79 13% G
Widowed	119 6%	14 5%	12 6%	9 7%	46 6%	30 6%	9 6%	0 -	17 2% G	102 16% GH
Refused	29 1%	3 1%	2 1%	2 2%	14 2%	5 1%	2 1%	1 0	4 0	3 1%

Demographics

Including yourself, how many people currently live in your household ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
1 person	369 17%	44 16%	30 15%	23 16%	133 17%	112 21% BD	29 18%	69 11%	118 15%	175 28% GH
2 persons	748 35%	107 38%	66 32%	56 39%	281 35%	177 34%	62 38%	188 30% H	205 25%	336 54% GH
3 persons	389 18%	41 15%	34 17%	21 15%	160 20%	103 20%	29 18%	143 23% I	169 21% I	71 11%
4 persons	345 16%	48 17%	42 21%	24 17%	124 15%	82 16%	25 16%	130 21% I	196 24% I	14 2%
5 persons	168 8%	22 8%	20 10%	12 8%	65 8%	31 6%	18 11% E	71 11% I	82 10% I	11 2%
6 persons	41 2%	5 2%	5 3%	2 2%	21 3%	6 1%	1 0	10 2%	23 3% I	6 1%
7 persons	16 1%	4 2%	2 1%	1 0	6 1%	4 1%	0 -	5 1% I	11 1% I	0 -
8 persons	4 0	3 1% DE	0 -	0 -	1 0	0 -	0 -	1 0	3 0	0 -
10+ persons	4 0	2 1%	0 -	1 0	1 0	0 -	0 -	1 0	1 0	2 0
Refused	29 1%	2 1%	6 3% F	4 3% F	10 1%	7 1%	0 -	2 0	6 1%	5 1%
STATISTICS										
Mean	2.72	2.85 E	2.90 E	2.72	2.76 E	2.56	2.66	3.01 I	3.06 I	2.00

Demographics

What is the highest level of formal education that you have completed ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Grade school or some high school	248	26	18	23	79	79	24	40	71	131
	12%	9%	9%	16%	10%	15%	14%	6%	9%	21%
				ABD		ABD				GH
Complete high school	495	60	63	34	166	131	41	134	184	168
	23%	22%	31%	24%	21%	25%	25%	22%	23%	27%
			AD							G
Complete technical or trade school/Community college	500	62	51	25	180	144	38	165	216	111
	24%	22%	25%	18%	22%	28%	23%	27%	26%	18%
						CD		I	I	
Some community college or university, but did not finish	255	53	20	25	108	27	22	105	94	52
	12%	19%	10%	17%	14%	5%	14%	17%	11%	8%
		BDE	E	BE	E		E	HI		
Complete university degree, such as a Bachelor's	421	53	34	28	180	97	29	145	162	103
	20%	19%	17%	19%	22%	19%	18%	23%	20%	17%
								I		
Post-graduate degree, such as a Master's or Ph.D.	171	22	16	6	77	40	8	30	85	50
	8%	8%	8%	4%	10%	8%	5%	5%	10%	8%
					C				G	G
Refused	23	3	2	2	11	3	1	0	3	4
	1%	1%	1%	2%	1%	1%	1%	-	0	1%
										G

Demographics

Which one of the following categories best describes your current employment status ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Working full-time	907 43%	119 43%	79 39%	53 37%	356 44%	235 45%	65 40%	311 50% I	473 58% GI	98 16%
Working part-time	233 11%	27 10%	22 11%	18 12%	87 11%	61 12%	18 11%	99 16% HI	83 10%	49 8%
Self-employed	193 9%	31 11% E	18 9%	13 9%	79 10%	36 7%	16 10%	37 6%	102 13% GI	52 8%
Unemployed, but looking for work	106 5%	15 5%	6 3%	11 7% B	37 5%	24 5%	13 8% BD	35 6% I	50 6% I	16 3%
Retired	107 5%	13 5%	17 8% C	4 3%	38 5%	28 5%	8 5%	93 15% HI	10 1%	1 0
Attending school full-time/A student	380 18%	52 19%	33 16%	28 19%	134 17%	109 21%	23 14%	2 0	17 2% G	355 57% GH
Not in the workforce/A full-time homemaker	148 7%	17 6%	24 12% ADE	12 8%	55 7%	24 5%	17 10% E	36 6%	65 8%	42 7%
Other/Social assistance/Disability	24 1%	4 1%	4 2%	4 2% E	8 1%	4 1%	2 1%	5 1%	14 2%	5 1%
Refused	14 1%	1 0	3 1% E	2 1%	8 1%	1 0	0 -	2 0	2 0	0 -

Demographics

And which of the following categories best describes your annual household income ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						AGE		
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	264	200	200	772	476	200	662	861	528
Weighted Base	2112	279	204	143	800	521	163	619	815	620
Under $10,000	93 4%	14 5%	10 5%	8 5%	31 4%	17 3%	14 9% DE	42 7% HI	29 4%	21 3%
$10,000 to just under $20,000	168 8%	21 7%	19 9%	17 12% D	44 6%	49 9% D	18 11% D	52 8% H	42 5%	74 12% GH
$20,000 to just under $30,000	227 11%	26 9%	17 8%	13 9%	62 8%	86 17% ABCD	23 14% D	67 11% H	63 8%	96 15% GH
$30,000 to just under $40,000	244 12%	34 12% B	12 6%	24 17% BF	99 12% B	62 12% B	13 8%	73 12%	79 10%	88 14% H
$40,000 to just under $50,000	252 12%	40 14%	18 9%	18 13%	92 11%	62 12%	22 14%	78 13%	104 13%	69 11%
$50,000 to just under $60,000	193 9%	22 8%	17 8%	13 9%	73 9%	47 9%	22 13%	52 8%	90 11%	48 8%
$60,000 to just under $70,000	154 7%	21 8%	14 7%	5 4%	69 9% C	32 6%	13 8%	55 9% I	66 8% I	30 5%
$70,000 to just under $80,000	134 6%	18 6%	10 5%	7 5%	65 8% F	28 5%	6 4%	48 8% I	61 8% I	24 4%
$80,000 to just under $100,000	149 7%	22 8%	21 10% CE	6 4%	62 8%	26 5%	12 7%	50 8% I	75 9% I	20 3%
$100,000 and over	227 11%	30 11% F	29 14% CEF	10 7%	107 13% CEF	43 8%	8 5%	59 9%	118 14% GI	49 8%
Refused	270 13%	32 11%	39 19% ADF	23 16% F	96 12%	69 13% F	12 8%	44 7%	87 11% G	101 16% GH

Canadian Public Affairs - Genealogy Study

Table of Contents

Canadian Public Affairs - Genealogy Study ....
1. Have you heard of the National Archives of Canada and the National Library of Canada ? ....
1a. From which of the following sources did you hear about it (or them) ....
1b. Have you used their services before ? ....
1c. How did you communicate with them ? ....
2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at
2b. What is your main reason for doing genealogical research ? ....
2c. Where do you intend to begin your research ? ....
2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. ? ....
3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ? ....
3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ? ....
3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ? ....
4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site ? ....
5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ? ....
Demographics ....
Region: ....
Province: ....
Urban / Rural ....
Census Metropolitan Area: ....
Respondent's Sex: ....
Language of Interview: ....
What age group do you fall into ? ....
What is your current marital status ? ....
Including yourself, how many people currently live in your household ? ....
What is the highest level of formal education that you have completed ? ....
Which one of the following categories best describes your current employment status ? ....
And which of the following categories best describes your annual household income ? ....

Canadian Public Affairs - Genealogy Study

1. Have you heard of the National Archives of Canada and the National Library of Canada ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Have heard of these two institutions	1004 48%	816 48%	188 46%	78 31%	192 39%	361 48% CD	361 61% CDE	205 42%
Have only heard of the National Library	144 7%	125 7% B	19 5%	18 7%	36 7%	52 7%	38 6%	29 6%
Have only heard of the National Archives of Canada	236 11%	182 11%	54 13%	27 11%	57 11%	89 12%	60 10%	41 8%
Have never heard of either of these institutions	720 34%	571 34%	149 36%	123 50% DEF	206 42% EF	254 34% F	130 22%	208 43% HI
Don't know/Refused	8 0	7 0	1 0	3 1% E	4 1% E	0 -	2 0	5 1% I

Canadian Public Affairs - Genealogy Study

1a. From which of the following sources did you hear about it (or them)

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
TOTAL MENTIONS								
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused								
Unweighted Base	1375	1108	267	116	277	508	458	266
Weighted Base	1384	1123	260	123	285	502	459	275
Through the media (TV, radio, newspapers)	738 53%	590 53%	147 57%	80 65% EF	174 61% EF	250 50%	224 49%	148 54%
By word of mouth	217 16%	174 16%	43 17%	22 18%	43 15%	84 17%	67 15%	43 16%
At school	145 11%	130 12% B	15 6%	3 2%	22 8%	52 10% C	67 15% CD	33 12%
Through the Internet	82 6%	62 6%	20 8%	1 1%	13 4%	46 9% CDF	23 5%	18 6%
At work	82 6%	68 6%	15 6%	6 5%	11 4%	26 5%	40 9% DE	12 4%
Through promotional material	44 3%	36 3%	8 3%	2 2%	11 4%	19 4%	12 3%	8 3%
Other	37 3%	30 3%	8 3%	6 5% D	2 1%	14 3%	15 3% D	8 3%
Don't remember	27 2%	25 2%	2 1%	1 1%	9 3%	8 2%	8 2%	2 1%
Don't know/Refused	11 1%	9 1%	2 1%	1 1%	1 0	5 1%	4 1%	3 1%

Canadian Public Affairs - Genealogy Study

1b. Have you used their services before ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused								
Unweighted Base	1375	1108	267	116	277	508	458	266
Weighted Base	1384	1123	260	123	285	502	459	275
Yes	210	186	23	10	24	75	97	38
	15%	17%	9%	9%	8%	15%	21%	14%
		B				D	CDE	
No	1172	936	236	112	261	426	362	236
	85%	83%	91%	91%	91%	85%	79%	86%
			A	F	EF	F		
Don't know/Refused	2	1	1	0	1	1	0	1
	0	0	0	-	0	0	-	0

Canadian Public Affairs - Genealogy Study

1c. How did you communicate with them ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base; ** very small base (under 30) ineligible for sig testing

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
TOTAL MENTIONS								
Base: Used their services before								
Unweighted Base	205	181	24	10	23	73	95	36
Weighted Base	210	186	23**	10**	24**	75*	97*	38*
Facsimile (FAX)	14 7%	14 7%	0 -	0 -	2 9%	5 7%	6 7%	1 2%
Mail	25 12%	22 12%	3 14%	3 32%	2 9%	8 11%	9 9%	12 32% HI
In person	63 30%	57 31%	6 24%	5 48%	3 12%	28 38%	25 26%	9 23%
Telephone	37 18%	29 16%	8 35%	2 18%	7 29%	7 10%	21 22% E	8 20%
E-mail - Internet	93 44%	83 44%	10 45%	0 -	10 41%	37 49%	45 46%	12 31%
Don't know/Refused	6 3%	6 3%	0 -	1 8%	1 4%	1 1%	4 4%	2 5%

Canadian Public Affairs - Genealogy Study

2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this yea , within the next few years, when you r

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
This year	97 5%	81 5%	16 4%	7 3%	21 4%	38 5%	30 5%	22 4%
Within the next few years	335 16%	282 17%	54 13%	25 10%	86 17% C	136 18% C	85 14%	76 16%
When I retire	242 11%	191 11%	50 12%	15 6%	51 10%	90 12% C	85 14% CD	38 8%
Not at all	1248 59%	995 58%	253 62%	170 69% DEF	292 59%	432 57%	337 57%	293 60%
I have already done this type of research/traced my genealogy	162 8%	127 7%	35 9%	22 9%	36 7%	51 7%	51 9%	48 10% H
Don't know/Refused	28 1%	25 1%	3 1%	9 4% EF	9 2%	7 1%	3 1%	12 2% HI

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: Excludes respondents who said Not at all/Don't know/Refused								
Unweighted Base	851	686	165	68	195	324	257	189
Weighted Base	836	682	155	69*	194	316	251	184
To know my roots / Where I come from	367 44%	298 44%	69 45%	37 53% E	93 48%	125 40%	109 44%	87 47%
Personal interests	211 25%	173 25%	38 24%	12 18%	39 20%	90 29% D	68 27%	33 18%
Curiosity	67 8%	55 8%	12 8%	5 8%	12 6%	30 9%	20 8%	13 7%
Keep track of my family/ family history	32 4%	25 4%	7 5%	1 2%	7 4%	14 4%	9 4%	8 4%
Medical reasons	27 3%	21 3%	6 4%	2 4%	8 4%	13 4%	4 2%	8 4%
Hobby	26 3%	23 3%	4 2%	0 -	4 2%	11 3%	11 5%	2 1%
Education/ information	17 2%	16 2%	1 1%	1 1%	8 4% E	2 1%	5 2%	4 2%
Starting my own family	7 1%	7 1%	0 -	2 2% D	0 -	3 1%	1 1%	2 1%
Professional reasons	7 1%	4 1%	4 2% A	1 1%	2 1%	1 0	4 2%	1 0
Legal reasons	6 1%	4 1%	2 1%	2 3%	1 0	2 1%	1 0	2 1%
Religious beliefs	2 0	2 0	1 0	1 1%	0 -	1 0	1 0	1 1%
To socialize	2 0	2 0	0 -	0 -	1 1%	0 -	1 0	0 -
Other	31 4%	28 4%	3 2%	2 3%	6 3%	11 4%	12 5%	11 6%

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

Proportions/Means Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
No reason	5 1%	4 1%	1 0	0 -	1 1%	4 1%	0 -	1 1%
Don't know/Refused	28 3%	20 3%	8 5%	3 4%	11 6% F	10 3%	4 1%	12 7% HI

Canadian Public Affairs - Genealogy Study

2c. Where do you intend to begin your research ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: Excludes respondents who have already done this type of research								
Unweighted Base	697	566	131	49	162	274	208	145
Weighted Base	674	554	119	47*	157	265	200	136
By talking to your family	292 43%	231 42%	61 51%	23 49%	65 41%	111 42%	91 45%	59 44%
On the Internet	247 37%	210 38%	37 31%	12 26%	60 38%	101 38%	72 36%	34 25%
In an archives centre	42 6%	34 6%	8 7%	4 8%	7 4%	21 8%	11 5%	10 7%
Through a genealogical society	42 6%	36 6%	6 5%	1 2%	14 9%	12 4%	15 7%	14 10% HI
In a library	38 6%	31 6%	7 6%	6 13% F	9 5%	14 5%	9 5%	15 11% HI
Government records	4 1%	4 1%	0 -	0 -	0 -	1 1%	2 1%	1 1%
Other	3 0	3 1%	0 -	0 -	1 1%	1 0	1 0	0 -
Don't know/Refused	8 1%	7 1%	1 1%	1 2%	2 1%	4 2%	1 0	2 1%

Canadian Public Affairs - Genealogy Study

2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealog

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
* small base

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: Excludes respondents who said Not at all/Don't know/Refused								
Unweighted Base	851	686	165	68	195	324	257	189
Weighted Base	836	682	155	69*	194	316	251	184
Yes	359 43%	290 42%	70 45%	25 36%	90 47%	136 43%	106 42%	84 46%
No	466 56%	382 56%	85 55%	44 63%	100 52%	177 56%	141 56%	97 53%
Don't know/Refused	10 1%	10 2%	0 -	1 1%	3 2%	2 1%	4 2%	3 2%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Yes	1595	1297	298	164	376	585	455	369
	76%	76%	73%	66%	76%	77%	77%	75%
					C	C	C	
No	469	369	99	64	107	164	128	104
	22%	22%	24%	26%	22%	22%	22%	21%
Don't know/Refused	49	35	13	20	12	7	8	16
	2%	2%	3%	8%	2%	1%	1%	3%
				DEF	E			I

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Yes	1268 60%	1017 60%	251 61%	144 58%	301 61%	473 63%	340 57%	316 65% I
No	771 36%	623 37%	148 36%	81 33%	180 36%	266 35%	236 40%	151 31%
Don't know/Refused	73 3%	62 4%	11 3%	24 10% DEF	14 3%	17 2%	16 3%	22 5% HI

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Yes	1658 78%	1328 78%	330 80%	187 75%	393 79%	616 82% CF	449 76%	391 80%
No	411 19%	340 20%	71 17%	46 19%	92 19%	129 17%	136 23% E	84 17%
Don't know/Refused	43 2%	33 2%	10 2%	15 6% DEF	9 2%	10 1%	5 1%	14 3%

Canadian Public Affairs - Genealogy Study

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet si

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Very interested	443 21%	360 21%	83 20%	37 15%	96 19%	162 21% C	142 24% C	110 23%
Somewhat interested	656 31%	548 32% B	109 27%	44 18%	142 29% C	266 35% CD	198 33% C	133 27%
Not very interested	312 15%	248 15%	64 16%	36 15%	70 14%	109 14%	95 16%	65 13%
Not at all interested	692 33%	540 32%	153 37% A	130 52% DEF	185 37% EF	215 29%	154 26%	178 36% I
Don't know	9 0	7 0	2 0	1 0	2 0	3 0	3 1%	2 0
TOPBOX & LOWBOX SUMMARY								
Interested (Top2Box)	1099 52%	907 53% B	192 47%	81 33%	238 48% C	428 57% CD	340 57% CD	243 50%
Not interested (Low2Box)	1004 48%	787 46%	217 53% A	166 67% DEF	255 52% EF	324 43%	248 42%	244 50% I

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
TOTAL MENTIONS								
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Aboriginal/Native/Metis	66 3%	41 2%	25 6% A	14 6% DF	11 2%	29 4% F	11 2%	20 4% I
Canadian	255 12%	190 11%	65 16% A	28 11%	79 16% EF	89 12%	58 10%	61 13%
English/Irish/Scottish/Welsh	674 32%	535 31%	139 34%	57 23%	164 33% C	249 33% C	198 34% C	147 30%
French/French Canadian	407 19%	320 19%	87 21%	47 19%	106 21%	142 19%	111 19%	102 21%
Chinese/Hong Kong/Taiwanese	39 2%	38 2% B	1 0	2 1%	5 1%	11 1%	22 4% CDE	7 1%
Dutch	35 2%	28 2%	6 2%	3 1%	14 3% F	13 2%	3 1%	8 2%
East Indian/Pakistani	11 1%	11 1%	0 -	1 0	1 0	1 0	8 1% DE	0 -
Filipino/Philippines	5 0	5 0	0 -	2 1% E	2 0	0 -	1 0	3 1%
German	146 7%	108 6%	38 9% A	20 8%	33 7%	45 6%	47 8%	31 6%
Greek	8 0	7 0	1 0	1 1%	2 0	1 0	3 0	2 0

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Italian	59 3%	56 3% B	3 1%	4 2%	7 1%	28 4% D	17 3%	4 1%
Jewish	6 0	6 0	0 -	0 -	0 -	1 0	5 1% DE	0 -
Mennonite	1 0	0 -	1 0 A	0 -	0 -	0 -	1 0	0 -
Polish	44 2%	36 2%	8 2%	1 0	6 1%	17 2%	19 3% CD	5 1%
Portuguese	18 1%	17 1%	1 0	2 1%	3 1%	10 1%	3 1%	1 0
Russian	21 1%	20 1%	1 0	2 1%	5 1%	4 1%	10 2% E	9 2% I
Scandinavian - Sweden, Norway, Denmark, Finland, Iceland	51 2%	45 3%	6 1%	3 1%	11 2%	20 3%	15 3%	13 3%
Ukrainian	33 2%	27 2%	6 1%	2 1%	7 1%	10 1%	13 2%	5 1%
Other	425 20%	369 22% B	56 14%	43 17%	79 16%	173 23% D	125 21% D	82 17%
Don't know/Refused	91 4%	71 4%	20 5%	35 14% DEF	17 3% F	25 3% F	8 1%	43 9% HI

Demographics
Region:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
British Columbia	279 13%	242 14% B	37 9%	26 11%	60 12%	115 15%	75 13%	60 12%
Alberta	204 10%	177 10% B	27 7%	18 7%	63 13% CF	71 9%	51 9%	46 9%
Sask/Man	143 7%	98 6%	45 11% A	23 9%	34 7%	50 7%	34 6%	37 8% I
Ontario	800 38%	673 40% B	127 31%	79 32%	166 33%	288 38%	257 43% CD	138 28%
Quebec	521 25%	426 25%	96 23%	79 32% EF	131 27%	171 23%	137 23%	153 31% HI
Atlantic	163 8%	84 5%	79 19% A	24 9%	41 8%	60 8%	38 6%	55 11% I

Demographics

Province:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
British Columbia	279 13%	242 14% B	37 9%	26 11%	60 12%	115 15%	75 13%	60 12%
Alberta	204 10%	177 10% B	27 7%	18 7%	63 13% CF	71 9%	51 9%	46 9%
Saskatchewan	67 3%	43 3%	24 6% A	9 4%	17 3%	25 3%	14 2%	15 3%
Manitoba	76 4%	55 3%	21 5%	13 5%	17 3%	25 3%	20 3%	22 5% I
Ontario	800 38%	673 40% B	127 31%	79 32%	166 33%	288 38%	257 43% CD	138 28%
Quebec	521 25%	426 25%	96 23%	79 32% EF	131 27%	171 23%	137 23%	153 31% HI
New Brunswick	55 3%	21 1%	34 8% A	5 2%	12 2%	21 3%	17 3%	16 3%
Nova Scotia	65 3%	41 2%	24 6% A	11 4%	18 4%	22 3%	12 2%	25 5% HI
Prince Edward Island	10 0	4 0	6 1% A	1 0	3 1%	1 0	4 1%	3 1%
Newfoundland	34 2%	18 1%	16 4% A	6 2%	7 1%	16 2%	5 1%	11 2%

Demographics

Urban / Rural

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Urban	1701 81%	1701 100% B	0 -	155 62%	380 77% C	620 82% CD	527 89% CDE	373 76%
Rural	411 19%	0 -	411 100% A	94 38% DEF	115 23% EF	136 18% F	64 11%	115 24% I

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
St. John's	12 1%	12 1%	0 -	1 1%	2 0	5 1%	5 1%	3 1%
Grand Falls-Windsor	2 0	2 0	0 -	0 -	1 0	1 0	0 -	0 -
Gander	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Corner Brook	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -
Labrador City	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Charlottetown	5 0	3 0	2 0	0 -	0 -	1 0	4 1%	0 -
Summerside	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -
Halifax	24 1%	22 1%	3 1%	3 1%	7 1%	8 1%	6 1%	10 2%
Kentville	4 0	4 0	0 -	0 -	2 0	2 0	0 -	1 0
Truro	5 0	4 0	2 0	0 -	2 0	2 0	1 0	1 0
New Glasgow	4 0	2 0	2 1%	0 -	1 0	3 0	1 0	1 0
Cape Breton	6 0	6 0	0 -	1 0	2 0	3 0	1 0	3 1%
Moncton	11 1%	9 1%	2 0	0 -	2 0	7 1%	3 0	1 0

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Saint John	6 0	4 0	2 1%	1 0	4 1% E	0 -	2 0	1 0
Fredericton	4 0	1 0	3 1% A	1 0	0 -	2 0	2 0	2 0
Bathurst	4 0	0 -	4 1% A	0 -	0 -	2 0	2 0	0 -
Campbellton	3 0	0 -	3 1% A	0 -	0 -	0 -	3 0	0 -
Edmundston	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Matane	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Rimouski	3 0	1 0	2 0	0 -	0 -	0 -	3 0	0 -
RiviŠre-du-Loup	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Baie-Comeau	6 0	4 0	2 0	2 1%	0 -	3 0	1 0	3 1%
Chicoutimi - JonquiŠre	7 0	7 0	0 -	0 -	3 1%	2 0	3 0	1 0
Alma	3 0	3 0	0 -	0 -	0 -	3 0	0 -	1 0
Dolbeau	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Sept-Iles	3 0	3 0	0 -	1 0	2 0	0 -	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Quebec	47 2%	46 3% B	1 0	2 1%	19 4% CF	17 2%	10 2%	16 3% I
Saint-Georges	4 0	4 0	0 -	1 0	0 -	1 0	2 0	2 0
Sherbrooke	16 1%	14 1%	2 0	3 1%	6 1%	5 1%	2 0	6 1% I
Trois-RiviŠres	7 0	6 0	1 0	0 -	3 1%	1 0	3 1%	2 0
Shawinigan	6 0	6 0	0 -	2 1% E	1 0	0 -	3 0	1 0
La Tuque	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Drummondville	4 0	4 0	0 -	1 0	2 0	1 0	1 0	2 0
Granby	6 0	6 0	0 -	1 0	2 0	2 0	0 -	2 0
Saint-Hyacinthe	3 0	2 0	1 0	1 0	0 -	1 0	1 0	2 0
Sorel	3 0	3 0	0 -	1 0	0 -	2 0	0 -	1 0
Joliette	3 0	3 0	0 -	1 0	0 -	1 0	0 -	2 0
Saint-Jean-sur-Richelieu	5 0	5 0	0 -	1 0	2 0	2 0	0 -	0 -
Montreal	231 11%	229 13% B	1 0	13 5%	53 11% C	81 11% C	83 14% C	56 12%
Salaberry-de-Valleyfield	4 0	4 0	0 -	0 -	2 0	2 0	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Lachute	1 0	1 0	0 -	1 1%	0 -	0 -	0 -	1 0
Val-d'Or	3 0	3 0	0 -	1 0	0 -	2 0	0 -	2 0
Rouyn-Noranda	4 0	4 0	0 -	0 -	0 -	2 0	1 0	1 0
Cornwall	5 0	4 0	1 0	0 -	1 0	4 1%	0 -	1 0
Ottawa - Hull	66 3%	62 4% B	4 1%	4 1%	3 1%	24 3% D	34 6% CDE	8 2%
Brockville	8 0	3 0	5 1% A	1 0	1 0	5 1%	1 0	0 -
Pembroke	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Kingston	13 1%	12 1%	1 0	1 1%	2 0	3 0	5 1%	5 1%
Belleville	1 0	1 0	0 -	0 -	1 0	0 -	0 -	1 0
Cobourg	2 0	2 0	0 -	0 -	1 0	1 0	0 -	2 0
Port Hope	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Peterborough	10 0	8 0	2 1%	1 0	4 1% F	6 1% F	0 -	1 0
Lindsay	8 0	2 0	6 2% A	0 -	4 1%	3 0	1 0	2 0
Oshawa	19 1%	18 1%	1 0	1 0	6 1%	4 1%	8 1%	2 0
Toronto	299 14%	291 17% B	7 2%	19 8%	48 10%	95 13% C	130 22% CDE	39 8%
Hamilton	56 3%	53 3% B	3 1%	8 3%	12 2%	23 3%	12 2%	12 3%
St. Catharines - Niagara	23 1%	23 1%	1 0	3 1%	7 1%	10 1%	3 1%	6 1%
Kitchener	25 1%	25 1% B	0 -	5 2%	7 1%	8 1%	5 1%	6 1%
Brantford	5 0	5 0	0 -	0 -	1 0	2 0	2 0	0 -
Woodstock	2 0	2 0	0 -	0 -	1 0	1 0	0 -	1 0
Tillsonburg	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Simcoe	9 0	2 0	7 2% A	4 1% DE	0 -	2 0	3 1%	2 1%
Guelph	13 1%	13 1%	0 -	0 -	0 -	9 1% D	4 1%	5 1%
Stratford	2 0	2 0	0 -	0 -	0 -	1 0	1 0	1 0
London	38 2%	35 2%	3 1%	4 2%	7 1%	17 2%	10 2%	8 2%

Demographics
Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Chatham	13 1%	8 0	5 1%	1 0	3 1%	4 1%	5 1%	1 0
Leamington	3 0	1 0	2 0	0 -	1 0	2 0	0 -	0 -
Windsor	15 1%	15 1%	0 -	3 1% F	6 1% F	6 1% F	0 -	5 1%
Sarnia	7 0	6 0	1 0	0 -	4 1%	2 0	1 0	1 0
Owen Sound	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Collingwood	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Barrie	8 0	8 0	0 -	0 -	1 0	3 0	3 1%	0 -
Orillia	1 0	0 -	1 0 A	0 -	1 0	0 -	0 -	0 -
Midland	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0
North Bay	6 0	6 0	0 -	1 0	2 0	0 -	3 0	3 1%
Sudbury	10 0	7 0	3 1%	0 -	1 0	5 1%	4 1%	1 0
Timmins	5 0	4 0	1 0	0 -	1 0	2 0	2 0	1 0
Sault Ste. Marie	7 0	6 0	1 0	1 0	2 0	2 0	2 0	0 -
Thunder Bay	15 1%	14 1%	1 0	2 1%	2 0	7 1%	4 1%	3 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Winnipeg	44 2%	43 3% B	1 0	6 2%	9 2%	16 2%	13 2%	11 2%
Portage la Prairie	1 0	1 0	0 -	0 -	1 0	0 -	1 0	0 -
Brandon	4 0	4 0	0 -	1 0	1 0	1 0	1 0	2 0
Thompson	1 0	1 0	0 -	1 1%	0 -	0 -	0 -	1 0
Regina	13 1%	13 1%	0 -	1 0	2 0	5 1%	5 1%	1 0
Yorkton	2 0	2 0	0 -	0 -	1 0	1 0	1 0	0 -
Moose Jaw	4 0	4 0	0 -	1 0	0 -	2 0	1 0	1 0
Swift Current	2 0	2 0	0 -	0 -	1 0	2 0	0 -	0 -
Saskatoon	15 1%	15 1%	0 -	1 1%	4 1%	8 1%	2 0	4 1%
North Battleford	1 0	1 0	0 -	0 -	1 0	0 -	1 0	0 -
Prince Albert	2 0	2 0	0 -	1 0	0 -	1 0	0 -	1 0
Estevan	1 0	1 0	0 -	1 0	0 -	0 -	0 -	0 -
Medicine Hat	2 0	2 0	0 -	0 -	0 -	1 0	1 0	0 -
Lethbridge	9 0	9 1%	0 -	1 0	1 0	3 0	3 1%	4 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Calgary	66 3%	64 4% B	2 1%	6 2%	21 4%	17 2%	23 4%	11 2%
Red Deer	4 0	4 0	0 -	0 -	0 -	3 0	0 -	2 0
Camrose	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -
Edmonton	68 3%	68 4% B	0 -	3 1%	20 4% C	28 4% C	16 3%	16 3%
Lloydminster	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0
Grand Centre	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -
Grande Prairie	1 0	1 0	0 -	1 1% E	0 -	0 -	0 -	1 0
Wood Buffalo	6 0	5 0	1 0	1 0	4 1% F	1 0	0 -	2 0
Wetaskiwin	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Cranbrook	7 0	7 0	0 -	0 -	1 0	3 0	4 1%	2 0
Penticton	4 0	4 0	0 -	0 -	3 1% E	0 -	1 0	2 0
Kelowna	11 1%	11 1%	0 -	0 -	2 0	6 1%	3 1%	1 0
Vernon	5 0	5 0	0 -	1 0	1 0	0 -	3 0	1 0

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Kamloops	15 1%	15 1%	0 -	1 1%	2 0	12 2% F	0 -	4 1%
Chilliwack	4 0	2 0	2 0	2 1% F	1 0	1 0	0 -	0 -
Abbotsford	9 0	9 1%	0 -	3 1%	1 0	2 0	3 1%	2 0
Vancouver	119 6%	119 7% B	0 -	8 3%	18 4%	52 7% CD	38 6% D	17 3%
Victoria	17 1%	16 1%	1 0	1 0	3 1%	7 1%	6 1%	4 1%
Duncan	2 0	1 0	1 0	0 -	0 -	2 0	0 -	0 -
Nanaimo	8 0	8 0	0 -	2 1%	1 0	2 0	2 0	3 1%
Port Alberni	2 0	2 0	0 -	0 -	1 0	1 0	0 -	0 -
Courtenay	6 0	5 0	1 0	0 -	4 1% E	0 -	2 0	2 0
Campbell River	6 0	6 0	0 -	1 0	3 1%	1 0	1 0	2 0
Williams Lake	4 0	2 0	2 1%	1 0	2 0	1 0	0 -	0 -
Quesnel	2 0	2 0	0 -	0 -	1 0	0 -	1 0	0 -
Prince Rupert	2 0	2 0	0 -	0 -	2 0	0 -	0 -	0 -
Kitimat	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Terrace	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -
Prince George	7 0	7 0	0 -	2 1%	2 0	2 0	1 0	2 0
Dawson Creek	2 0	1 0	1 0	0 -	0 -	2 0	0 -	1 0
Not in a CMA/Unknown	451 21%	143 8%	308 75% A	102 41% DEF	131 27% EF	141 19% F	74 12%	140 29% HI

Demographics

Respondent's Sex:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Male	1021 48%	831 49%	190 46%	120 48%	238 48%	349 46%	297 50%	195 40%
Female	1091 52%	871 51%	221 54%	128 52%	257 52%	406 54%	294 50%	294 60% HI

Demographics

Language of Interview:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
English	1637 78%	1320 78%	318 77%	172 69%	372 75%	600 79% C	474 80% C	347 71%
French	475 22%	382 22%	93 23%	77 31% EF	123 25%	156 21%	117 20%	142 29% HI

Demographics

What age group do you fall into ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
18 to 24	244	217	27	24	81	110	29	92
	12%	13%	7%	10%	16%	15%	5%	19%
		B		F	CF	F		HI
25 to 34	375	317	59	15	54	160	146	69
	18%	19%	14%	6%	11%	21%	25%	14%
		B			C	CD	CD	
35 to 44	418	341	77	39	84	171	124	79
	20%	20%	19%	16%	17%	23%	21%	16%
						CD		
45 to 54	397	320	76	33	100	139	123	55
	19%	19%	19%	13%	20%	18%	21%	11%
					C		C	
55 to 64	330	248	83	47	90	98	93	74
	16%	15%	20%	19%	18%	13%	16%	15%
			A	E	E			
65 to 74	195	144	51	50	51	51	42	76
	9%	8%	13%	20%	10%	7%	7%	16%
			A	DEF	E			HI
75+	94	65	29	34	26	15	18	41
	4%	4%	7%	14%	5%	2%	3%	8%
			A	DEF	E			HI
Refused	58	48	9	6	8	13	16	4
	3%	3%	2%	2%	2%	2%	3%	1%
STATISTICS								
Average age	45	44	50	54	46	42	45	47
			A	DEF	E		E	I
Standard Deviation	16.5	16.3	16.5	18.2	17.5	15.3	14.7	19.4
Standard Error	0.4	0.4	0.8	1.2	0.8	0.6	0.6	0.9

Demographics

What is your current marital status ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Single or never married	505 24%	446 26% B	58 14%	45 18%	122 25%	211 28% CF	126 21%	182 37% HI
Married	1051 50%	811 48%	240 58% A	114 46%	250 51%	344 46%	335 57% CDE	128 26%
Common-law or living with a partner	197 9%	154 9%	43 11%	22 9%	44 9%	77 10%	52 9%	33 7%
Divorced or separated	211 10%	177 10%	34 8%	30 12%	45 9%	87 11%	49 8%	83 17% HI
Widowed	119 6%	88 5%	31 8%	34 14% DEF	32 6% F	31 4%	21 4%	60 12% HI
Refused	29 1%	25 1%	4 1%	1 1%	3 1%	5 1%	8 1%	3 1% H

Demographics

Including yourself, how many people currently live in your household ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
1 person	369 17%	300 18%	69 17%	58 23% DE	79 16%	119 16%	114 19%	163 33% HI
2 persons	748 35%	584 34%	163 40% A	102 41%	181 37%	260 34%	200 34%	163 33%
3 persons	389 18%	325 19%	64 16%	47 19%	90 18%	146 19%	105 18%	84 17%
4 persons	345 16%	279 16%	66 16%	21 8%	73 15% C	145 19% CD	105 18% C	40 8%
5 persons	168 8%	135 8%	33 8%	10 4%	51 10% C	60 8% C	46 8% C	31 6%
6 persons	41 2%	35 2%	5 1%	6 3%	10 2%	13 2%	10 2%	2 0
7 persons	16 1%	11 1%	5 1%	3 1% F	1 0	10 1% DF	1 0	5 1%
8 persons	4 0	3 0	1 0	0 -	2 0	1 0	1 0	0 -
10+ persons	4 0	2 0	2 0	1 0	1 0	0 -	2 0	0 -
Refused	29 1%	26 2%	3 1%	1 0	5 1%	2 0	7 1%	2 0
STATISTICS								
Mean	2.72	2.73	2.71	2.43	2.78 C	2.80 C	2.69 C	2.26

Demographics

What is the highest level of formal education that you have completed ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Grade school or some high school	248 12%	155 9%	94 23% A	248 100% DEF	0 -	0 -	0 -	126 26% HI
Complete high school	495 23%	380 22%	115 28% A	0 -	495 100% CEF	0 -	0 -	134 27% I
Complete technical or trade school/Community college	500 24%	406 24%	94 23%	0 -	0 -	500 66% CDF	0 -	96 20%
Some community college or university, but did not finish	255 12%	213 13%	42 10%	0 -	0 -	255 34% CDF	0 -	69 14%
Complete university degree, such as a Bachelor's	421 20%	375 22% B	45 11%	0 -	0 -	0 -	421 71% CDE	49 10%
Post-graduate degree, such as a Master's or Ph.D.	171 8%	152 9% B	18 5%	0 -	0 -	0 -	171 29% CDE	12 2%
Refused	23 1%	20 1%	3 1%	0 -	0 -	0 -	0 -	2 0

Demographics

Which one of the following categories best describes your current employment status ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Working full-time	907 43%	769 45% B	139 34%	51 20%	194 39% C	344 46% CD	309 52% CDE	101 21%
Working part-time	233 11%	191 11%	42 10%	23 9%	58 12%	100 13% F	50 8%	77 16% HI
Self-employed	193 9%	146 9%	47 11%	19 7%	34 7%	71 9%	68 11% D	28 6%
Unemployed, but looking for work	106 5%	86 5%	19 5%	20 8% F	30 6% F	35 5%	21 3%	51 10% HI
Retired	107 5%	97 6% B	10 3%	4 2%	26 5% C	55 7% CF	22 4%	42 9% HI
Attending school full-time/A student	380 18%	274 16%	106 26% A	90 36% DEF	105 21% EF	93 12%	92 16%	128 26% HI
Not in the workforce/A full-time homemaker	148 7%	107 6%	41 10% A	38 15% DEF	36 7%	46 6%	27 5%	53 11% HI
Other/Social assistance/Disability	24 1%	20 1%	4 1%	4 2% F	11 2% F	8 1%	1 0	10 2% I
Refused	14 1%	11 1%	3 1%	0 -	1 0	3 0	2 0	0 -

Demographics

And which of the following categories best describes your annual household income ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	2112	1690	422	237	488	770	594	485
Weighted Base	2112	1701	411	248	495	755	591	489
Under $10,000	93 4%	79 5%	14 3%	36 15% DEF	16 3%	27 4%	13 2%	93 19% HI
$10,000 to just under $20,000	168 8%	116 7%	53 13% A	53 22% DEF	51 10% EF	48 6% F	14 2%	168 34% HI
$20,000 to just under $30,000	227 11%	179 11%	49 12%	36 15% F	67 14% F	90 12% F	34 6%	227 47% HI
$30,000 to just under $40,000	244 12%	178 10%	66 16% A	37 15% F	69 14% F	105 14% F	33 6%	0 -
$40,000 to just under $50,000	252 12%	200 12%	52 13%	21 8%	66 13%	102 13% C	64 11%	0 -
$50,000 to just under $60,000	193 9%	159 9%	34 8%	8 3%	48 10% C	74 10% C	63 11% C	0 -
$60,000 to just under $70,000	154 7%	127 7%	26 6%	7 3%	28 6%	60 8% C	58 10% CD	0 -
$70,000 to just under $80,000	134 6%	111 7%	22 5%	9 4%	30 6%	46 6%	49 8% C	0 -
$80,000 to just under $100,000	149 7%	128 8%	21 5%	4 1%	22 4% C	54 7% C	68 11% CDE	0 -
$100,000 and over	227 11%	201 12% B	26 6%	7 3%	31 6%	65 9% C	125 21% CDE	0 -
Refused	270 13%	223 13%	47 12%	31 12%	67 14%	84 11%	71 12%	0 -

Canadian Public Affairs - Genealogy Study

Table of Contents

Canadian Public Affairs - Genealogy Study

- 1. Have you heard of the National Archives of Canada and the National Library of Canada ?
- 1a. From which of the following sources did you hear about it (or them)
- 1b. Have you used their services before ?
- 1c. How did you communicate with them ?
- 2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you retire, or not at
- 2b. What is your main reason for doing genealogical research ?
- 2c. Where do you intend to begin your research ?
- 2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealogy, etc. ?
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?
- 3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?
- 4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet site ?
- 5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Demographics

- Region:
- Province:
- Urban / Rural
- Census Metropolitan Area:
- Respondent's Sex:
- Language of Interview:
- What age group do you fall into ?
- What is your current marital status ?
- Including yourself, how many people currently live in your household ?
- What is the highest level of formal education that you have completed ?
- Which one of the following categories best describes your current employment status ?
- And which of the following categories best describes your annual household income ?

Canadian Public Affairs - Genealogy Study

1. Have you heard of the National Archives of Canada and the National Library of Canada ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Have heard of these two institutions	1004 48%	49 50%	175 52% D	115 48%	556 45%	97 60% CD	179 49%	124 59% F	37 55%	88 54%
Have only heard of the National Library	144 7%	8 8%	25 8%	9 4%	90 7%	11 7%	32 9% GH	8 4%	1 1%	10 6%
Have only heard of the National Archives of Canada	236 11%	20 21% BDE	34 10%	34 14% E	134 11%	10 6%	46 13%	27 13%	3 5%	19 12%
Have never heard of either of these institutions	720 34%	20 21%	100 30%	82 34% A	464 37% ABE	43 27%	111 30%	52 25%	26 39% G	46 28%
Don't know/Refused	8 0	0 -	0 -	1 1%	4 0	1 1%	0 -	0 -	0 -	1 1%

Canadian Public Affairs - Genealogy Study

1a. From which of the following sources did you hear about it (or them)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused										
Unweighted Base	1375	79	240	160	769	113	256	160	42	120
Weighted Base	1384	77*	235	159	780	118	257	159	41*	117
Through the media (TV, radio, newspapers)	738 53%	30 39%	116 49%	86 54% A	441 57% A	57 48%	129 50%	84 53%	17 42%	51 43%
By word of mouth	217 16%	22 28% BCD	38 16%	22 14%	105 14%	27 23% D	50 19%	23 14%	10 24%	22 19%
At school	145 11%	5 6%	30 13%	17 11%	81 10%	12 10%	25 10%	15 9%	6 14%	17 15%
Through the Internet	82 6%	15 20% BCDE	20 9% D	7 4%	34 4%	6 5%	24 9%	15 9%	3 8%	7 6%
At work	82 6%	2 2%	11 5%	14 9%	49 6%	7 6%	10 4%	9 6%	2 4%	11 9% F
Through promotional material	44 3%	2 2%	8 4%	6 4%	22 3%	4 4%	9 3%	8 5%	2 5%	2 2%
Other	37 3%	0 -	5 2%	4 2%	24 3%	4 3%	5 2%	2 1%	0 -	5 4%
Don't remember	27 2%	0 -	5 2%	3 2%	17 2%	0 -	4 2%	2 1%	1 3%	1 1%
Don't know/Refused	11 1%	1 1%	2 1%	0 -	7 1%	1 1%	1 1%	1 0	0 -	1 1%

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1b. Have you used their services before ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Have never heard of either of these institutions/Don't know/Refused										
Unweighted Base	1375	79	240	160	769	113	256	160	42	120
Weighted Base	1384	77*	235	159	780	118	257	159	41*	117
Yes	210 15%	24 32% BCD	29 12%	26 17%	86 11%	43 36% BCD	58 23%	31 19%	8 19%	22 19%
No	1172 85%	52 68%	206 88% AE	131 83% AE	693 89% ACE	75 64%	198 77%	128 81%	33 81%	95 81%
Don't know/Refused	2 0	0 -	0 -	1 1%	1 0	0 -	1 0	0 -	0 -	0 -

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1c. How did you communicate with them ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: Used their services before										
Unweighted Base	205	25	29	26	83	41	57	31	8	22
Weighted Base	210	24**	29**	26**	86*	43*	58*	31*	8**	22**
Facsimile (FAX)	14	2	1	2	6	2	4	0	0	2
	7%	8%	3%	8%	7%	6%	7%	-	-	8%
Mail	25	2	2	2	8	9	6	5	0	4
	12%	7%	8%	8%	9%	22%	10%	15%	-	19%
In person	63	3	8	9	30	12	21	6	1	3
	30%	11%	29%	34%	35%	28%	36%	20%	14%	13%
Telephone	37	1	7	5	18	5	8	5	0	6
	18%	4%	26%	20%	21%	12%	13%	16%	-	29%
E-mail - Internet	93	18	13	10	35	17	22	19	7	10
	44%	73%	45%	37%	41%	40%	38%	63%	86%	43%
								F		
Don't know/Refused	6	2	1	1	2	0	3	1	0	0
	3%	9%	4%	4%	2%	-	6%	4%	-	-

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2a. By conducting genealogical research, you can find information on your family and ancestors. Do you plan to do this type of research this year, within the next few years, when you r

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
This year	97 5%	97 100% BCDE	0 -	0 -	0 -	0 -	39 11%	29 14%	6 8%	22 14%
Within the next few years	335 16%	0 -	335 100% ACDE	0 -	0 -	0 -	153 42%	85 40%	24 36%	68 41%
When I retire	242 11%	0 -	0 -	242 100% ABDE	0 -	0 -	91 25%	71 34% F	29 43% FI	40 24%
Not at all	1248 59%	0 -	0 -	0 -	1248 100% ABCE	0 -	0 -	0 -	0 -	0 -
I have already done this type of research/traced my genealogy	162 8%	0 -	0 -	0 -	0 -	162 100% ABCD	83 23% G	26 12%	9 13%	34 21% G
Don't know/Refused	28 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Canadian Public Affairs - Genealogy Study

2b. What is your main reason for doing genealogical research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Not at all/Don't know/Refused										
Unweighted Base	851	101	346	250	0	154	369	216	68	172
Weighted Base	836	97*	335	242	-**	162	367	211	67*	164
To know my roots / Where I come from	367 44%	39 41%	153 46%	91 38%	0 -	83 51% C	367 100% GHI	0 -	0 -	1 0
Personal interests	211 25%	29 30% E	85 25% E	71 29% E	0 -	26 16%	0 -	211 100% FHI	0 -	0 -
Curiosity	67 8%	6 6%	24 7%	29 12% E	0 -	9 5%	0 -	0 -	67 100% FGI	0 -
Keep track of my family/ family history	32 4%	3 3%	20 6% C	4 2%	0 -	5 3%	0 -	0 -	0 -	32 20% FGH
Medical reasons	27 3%	3 3%	12 4%	7 3%	0 -	5 3%	0 -	0 -	0 -	27 17% FGH
Hobby	26 3%	3 3%	9 3%	11 4%	0 -	4 2%	1 0	0 -	0 -	26 16% FGH
Education/ information	17 2%	4 4% C	8 3%	2 1%	0 -	3 2%	0 -	0 -	0 -	17 10% FGH
Starting my own family	7 1%	0 -	5 2%	1 0	0 -	1 1%	0 -	0 -	0	7 4% FG
Professional reasons	7 1%	3 3% BC	0 -	1 0	0 -	3 2% B	0 -	0 -	0 -	7 4% FG
Legal reasons	6 1%	2 2% C	3 1%	0 -	0 -	1 1%	0 -	0 -	0 -	6 3% FG
Religious beliefs	2 0	1 1%	1 0	0 -	0 -	1 0	0 -	0 -	0 -	2 1% F
To socialize	2 0	0 -	0 -	0 -	0 -	2 1% B	0 -	0 -	0 -	2 1% F
Other	31 4%	3 3%	10 3%	9 4%	0 -	9 5%	0 -	0 -	0 -	31 19% FGH

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2b. What is your main reason for doing genealogical research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
No reason	5 1%	0 -	0 -	5 2% B	0 -	0 -	0 -	0 -	0 -	5 3% FG
Don't know/Refused	28 3%	1 1%	6 2%	11 4%	0 -	10 6% B	0 -	0 -	0 -	0 -

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2c. Where do you intend to begin your research ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who have already done this type of research										
Unweighted Base	697	101	346	250	0	0	291	190	60	139
Weighted Base	674	97*	335	242	-**	-**	284	185	58*	130
By talking to your family	292 43%	27 28%	147 44% A	118 49% A	0 -	0 -	140 49% I	82 44% I	27 46% I	40 31%
On the Internet	247 37%	48 49% BC	121 36%	78 32%	0 -	0 -	89 31%	75 41% F	21 35%	55 43% F
In an archives centre	42 6%	2 2%	27 8% A	13 5%	0 -	0 -	18 6%	9 5%	4 7%	11 8%
Through a genealogical society	42 6%	11 11% BC	18 5%	13 5%	0 -	0 -	20 7%	7 4%	5 9%	9 7%
In a library	38 6%	7 7%	17 5%	14 6%	0 -	0 -	14 5%	6 3%	2 3%	9 7%
Government records	4 1%	2 2% C	1 0	0 -	0 -	0 -	1 0	3 1%	0 -	0 -
Other	3 0	0 -	2 1%	1 0	0 -	0 -	1 0	0 -	0 -	2 1%
Don't know/Refused	8 1%	1 1%	3 1%	5 2%	0 -	0 -	1 0	3 1%	0 -	4 3% F

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2d. Are you willing to pay for services and products that can be used for genealogical research, such as online databases, ordering copies online, trips, conventions, books on genealog

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base; ** very small base (under 30) ineligible for sig testing

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: Excludes respondents who said Not at all/Don't know/Refused										
Unweighted Base	851	101	346	250	0	154	369	216	68	172
Weighted Base	836	97*	335	242	-**	162	367	211	67*	164
Yes	359 43%	47 48% E	162 48% E	97 40%	0 -	53 32%	162 44%	94 44%	25 37%	71 43%
No	466 56%	50 52%	168 50%	141 58%	0 -	108 66% AB	201 55%	115 55%	41 61%	90 55%
Don't know/Refused	10 1%	0 -	5 1%	4 1%	0 -	2 1%	4 1%	2 1%	2 2%	3 2%

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3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: A) Helps bring generations closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Yes	1595 76%	85 88% D	292 87% D	203 84% D	865 69%	133 82% D	322 88% HI	189 90% HI	52 77%	130 80%
No	469 22%	8 9%	42 12%	37 15%	345 28% ABCE	28 17%	42 11%	22 10%	15 23% FG	32 19% FG
Don't know/Refused	49 2%	3 3% BC	1 0	1 1%	38 3% BC	1 1%	3 1%	0 -	0 -	2 1%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: B) Helps bring cultural communities closer together ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Yes	1268 60%	74 76% D	250 75% D	167 69% D	655 52%	108 66% D	275 75%	143 68%	45 67%	118 72%
No	771 36%	18 19%	78 23%	72 30% A	544 44% ABCE	51 32% AB	85 23%	63 30%	20 30%	42 26%
Don't know/Refused	73 3%	5 5% C	7 2%	3 1%	49 4% C	3 2%	7 2%	5 2%	2 3%	4 2%

Canadian Public Affairs - Genealogy Study

3. For each of the following questions please respond by a YES or a NO. Do you think that genealogy is an activity that: C) Makes it easier to learn history ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Yes	1658 78%	88 90% D	300 89% D	206 85% D	906 73%	142 88% D	331 90% H	187 88% H	51 76%	144 88% H
No	411 19%	7 8%	34 10%	35 14%	308 25% ABCE	20 12%	35 9%	24 11%	16 24% FGI	19 12%
Don't know/Refused	43 2%	2 2%	1 0	1 0	34 3% BCE	0 -	2 1%	1 0	0 -	1 1%

Canadian Public Affairs - Genealogy Study

4. Would you be very interested, somewhat interested, not very interested, or not at all interested in being able to search for all Canadian genealogical information on a single Internet si

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Very interested	443 21%	56 57% BCDE	127 38% D	73 30% D	127 10%	55 34% D	140 38%	79 37%	27 40%	61 37%
Somewhat interested	656 31%	25 26%	154 46% ADE	109 45% ADE	318 25%	42 26%	144 39%	85 40%	26 38%	65 39%
Not very interested	312 15%	8 9%	23 7%	33 14% B	227 18% ABE	15 9%	38 10% I	26 12% I	6 8%	6 4%
Not at all interested	692 33%	8 8%	30 9%	26 11%	570 46% ABCE	51 31% ABC	44 12%	21 10%	9 13%	32 20% FG
Don't know	9 0	0 -	1 0	1 1%	6 0	0 -	2 1%	0 -	0 -	0 -
TOPBOX & LOWBOX SUMMARY										
Interested (Top2Box)	1099 52%	81 83% DE	281 84% CDE	182 75% DE	445 36%	97 60% D	283 77%	164 77%	53 79%	126 77%
Not interested (Low2Box)	1004 48%	16 17%	53 16%	59 24% B	797 64% ABCE	66 40% ABC	82 22%	47 23%	14 21%	38 23%

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Aboriginal/Native/Metis	66 3%	3 3%	13 4%	10 4%	34 3%	5 3%	18 5%	4 2%	1 1%	6 4%
Canadian	255 12%	14 15%	30 9%	27 11%	165 13% B	14 9%	34 9%	26 12%	5 7%	18 11%
English/Irish/Scottish/Welsh	674 32%	40 41% D	136 41% D	79 33%	363 29%	52 32%	127 34%	89 42%	26 39%	61 38%
French/French Canadian	407 19%	16 16%	52 15%	49 20%	229 18%	56 34% ABCD	92 25% GI	31 15%	14 21%	28 17%
Chinese/Hong Kong/Taiwanese	39 2%	2 2%	5 1%	4 2%	27 2%	1 1%	3 1%	2 1%	1 1%	5 3%
Dutch	35 2%	1 1%	8 2%	4 1%	19 1%	4 3%	7 2%	3 2%	1 1%	5 3%
East Indian/Pakistani	11 1%	0 -	2 1%	0 -	9 1%	0 -	1 0	0 -	0 -	1 1%
Filipino/Philippines	5 0	0 -	3 1% D	0 -	2 0	0 -	1 0	0 -	0 -	0 -
German	146 7%	8 8%	23 7%	22 9% E	87 7%	6 4%	20 5%	19 9%	4 6%	13 8%
Greek	8 0	0 -	2 1%	0 -	4 0	1 1%	1 0	2 1%	0 -	0 -

Canadian Public Affairs - Genealogy Study

5. We are all Canadians, but our ancestors come from all over the world. How would you describe your own ethnic background ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Italian	59 3%	1 1%	14 4% E	7 3%	34 3%	1 1%	15 4%	3 1%	0 -	5 3%
Jewish	6 0	2 2% BCD	1 0	0 -	3 0	0 -	2 1%	1 0	0 -	0 -
Mennonite	1 0	0 -	0 -	1 1% D	0 -	0 -	0 -	0 -	0 -	1 1%
Polish	44 2%	2 2%	7 2%	5 2%	28 2%	1 1%	6 2%	6 3%	0 -	3 2%
Portuguese	18 1%	0 -	3 1%	2 1%	11 1%	2 1%	2 1%	2 1%	0 -	3 2%
Russian	21 1%	1 1%	5 1%	0 -	14 1%	2 1%	3 1%	1 0	1 1%	3 2%
Scandinavian - Sweden, Norway, Denmark, Finland, Iceland	51 2%	5 5% D	8 2%	5 2%	27 2%	4 3%	9 3%	6 3%	2 3%	5 3%
Ukrainian	33 2%	0 -	7 2%	4 2%	21 2%	0 -	7 2%	4 2%	0 -	1 0
Other	425 20%	15 16%	66 20%	49 20%	265 21%	28 17%	72 19%	40 19%	12 18%	29 17%
Don't know/Refused	91 4%	1 1%	12 4%	7 3%	62 5%	3 2%	12 3%	3 2%	4 6% GI	2 1%

Demographics

Region:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
British Columbia	279 13%	15 16%	46 14%	37 15%	162 13%	17 10%	51 14%	31 15%	8 12%	23 14%
Alberta	204 10%	14 14%	44 13% DE	23 10%	109 9%	11 7%	41 11%	24 11%	6 9%	20 12%
Sask/Man	143 7%	9 10%	23 7%	17 7%	84 7%	8 5%	29 8%	11 5%	5 7%	10 6%
Ontario	800 38%	29 29%	145 43% ACE	72 30%	504 40% ACE	44 27%	117 32%	91 43% FH	16 24%	57 35%
Quebec	521 25%	19 20%	53 16%	70 29% B	296 24% B	72 44% ABCD	100 27% G	36 17%	26 39% GI	38 23%
Atlantic	163 8%	11 11%	24 7%	23 10%	93 7%	11 7%	30 8%	17 8%	6 9%	16 10%

Demographics

Province:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
British Columbia	279 13%	15 16%	46 14%	37 15%	162 13%	17 10%	51 14%	31 15%	8 12%	23 14%
Alberta	204 10%	14 14%	44 13% DE	23 10%	109 9%	11 7%	41 11%	24 11%	6 9%	20 12%
Saskatchewan	67 3%	4 5%	13 4%	7 3%	37 3%	5 3%	13 4%	6 3%	2 3%	5 3%
Manitoba	76 4%	5 5%	10 3%	10 4%	47 4%	3 2%	15 4%	5 2%	3 4%	5 3%
Ontario	800 38%	29 29%	145 43% ACE	72 30%	504 40% ACE	44 27%	117 32%	91 43% FH	16 24%	57 35%
Quebec	521 25%	19 20%	53 16%	70 29% B	296 24% B	72 44% ABCD	100 27% G	36 17%	26 39% GI	38 23%
New Brunswick	55 3%	5 5%	7 2%	7 3%	32 3%	4 3%	12 3%	5 2%	2 4%	3 2%
Nova Scotia	65 3%	6 6% D	12 4%	10 4%	33 3%	4 2%	13 3%	7 3%	3 4%	9 5%
Prince Edward Island	10 0	0 -	2 1%	1 0	6 0	1 1%	2 0	1 0	0 -	1 1%
Newfoundland	34 2%	0 -	4 1%	6 2%	23 2%	2 1%	3 1%	5 2%	1 1%	2 1%

Demographics

Urban / Rural

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Urban	1701 81%	81 84%	282 84%	191 79%	995 80%	127 78%	298 81%	173 82%	55 82%	136 83%
Rural	411 19%	16 16%	54 16%	50 21%	253 20%	35 22%	69 19%	38 18%	12 18%	28 17%

Demographics
Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
St John's	12	0	3	1	7	1	3	2	0	2
	1%	-	1%	1%	1%	1%	1%	1%	-	1%
Grand Falls-Windsor	2	0	0	0	2	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Gander	1	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Corner Brook	2	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Labrador City	1	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Charlottetown	5	0	0	1	4	0	1	0	0	0
	0	-	-	0	0	-	0	-	-	-
Summerside	1	0	1	0	0	0	0	0	0	1
	0	-	0 D	-	-	-	-	-	-	1%
Halifax	24	3	7	2	12	1	5	4	1	3
	1%	3%	2%	1%	1%	0	1%	2%	1%	2%
Kentville	4	0	1	1	2	0	1	1	0	0
	0	-	0	0	0	-	0	0	-	-
Truro	5	1	1	1	3	0	1	1	0	1
	0	1%	0	0	0	-	0	0	-	0
New Glasgow	4	1	1	1	2	0	1	0	0	1
	0	1%	0	0	0	-	0	-	-	0
Cape Breton	6	1	0	1	5	0	0	0	0	2
	0	1%	-	0	0	-	-	-	-	1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Moncton	11 1%	1 1%	2 1%	1 0	6 1%	1 1%	2 1%	0 -	2 2% G	1 0
Saint John	6 0	0 -	1 0	0 -	5 0	1 0	1 0	0 -	0 -	0 -
Fredericton	4 0	0 -	1 0	1 0	2 0	0 -	1 0	0 -	1 1%	0 -
Bathurst	4 0	0 -	0 -	0 -	4 0	0 -	0 -	0 -	0 -	0 -
Campbellton	3 0	0 -	0 -	0 -	1 0	2 1% D	1 0	1 0	0 -	0 -
Edmundston	1 0	1 1% D	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -
Matane	1 0	0 -	0 -	1 0 D	0 -	0 -	0 -	0 -	0 -	1 0
Rimouski	3 0	0 -	0 -	2 1%	1 0	0 -	2 0	0 -	0 -	0 -
RiviŠre-du-Loup	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Baie-Comeau	6 0	0 -	2 1%	2 1%	3 0	0 -	3 1%	0 -	0 -	1 0
Chicoutimi - JonquiŠre	7 0	0 -	0 -	0 -	6 0	1 1%	0 -	1 1%	0 -	0 -
Alma	3 0	0 -	0 -	0 -	1 0	1 1%	0 -	0 -	1 2% F	0 -
Dolbeau	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Sept-Iles	3 0	0 -	0 -	1 0	1 0	1 1% D	1 0	0 -	0 -	1 1%
Quebec	47 2%	1 1%	5 2%	9 4%	26 2%	6 4%	7 2%	5 2%	6 9% FGI	2 1%
Saint-Georges	4 0	0 -	0 -	0 -	2 0	2 1% BD	2 1%	0 -	0 -	0 -
Sherbrooke	16 1%	0 -	0 -	1 0	10 1%	5 3% BCD	2 1%	0 -	0 -	3 2%
Trois-RiviŠres	7 0	1 1%	0 -	0 -	5 0	1 1%	1 0	0 -	0 -	1 1%
Shawinigan	6 0	1 1%	0 -	1 0	3 0	0 -	2 1%	0 -	0 -	0 -
La Tuque	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Drummondville	4 0	0 -	1 0	1 0	3 0	0 -	0 -	0 -	0 -	1 0
Granby	6 0	0 -	0 -	1 1%	4 0	0 -	0 -	0 -	0 -	0 -
Saint-Hyacinthe	3 0	0 -	0 -	0 -	3 0	0 -	0 -	0 -	0 -	0 -
Sorel	3 0	0 -	2 1%	0 -	1 0	0 -	1 0	0 -	1 1%	0 -
Joliette	3 0	0 -	0 -	0 -	2 0	1 1%	0 -	1 0	0 -	0 -
Saint-Jean-sur-Richelieu	5 0	0 -	1 0	1 0	2 0	0 -	2 0	0 -	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Montreal	231 11%	9 9%	30 9%	29 12%	127 10%	30 19% ABD	47 13%	19 9%	10 15%	17 10%
Salaberry-de-Valleyfield	4 0	0 -	1 0	0 -	2 0	1 1%	1 0	1 1%	0 -	0 -
Lachute	1 0	1 1% BD	0 -	0 -	0 -	0 -	1 0	0 -	0 -	0 -
Val-d'Or	3 0	0 -	0 -	0 -	2 0	1 1%	0 -	0 -	0 -	1 1%
Rouyn-Noranda	4 0	0 -	0 -	2 1% D	0 -	1 1% D	1 0	1 1%	1 2%	0 -
Cornwall	5 0	0 -	1 0	1 0	3 0	0 -	0 -	1 0	0 -	1 1%
Ottawa - Hull	66 3%	2 2%	11 3%	6 3%	37 3%	8 5%	15 4%	8 4%	2 3%	3 2%
Brockville	8 0	0 -	1 0	0 -	7 1%	0 -	1 0	0 -	0 -	0 -
Pembroke	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 1%
Kingston	13 1%	0 -	2 1%	1 1%	7 1%	1 1%	1 0	2 1%	0 -	1 1%
Belleville	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Cobourg	2 0	0 -	0 -	0 -	0 -	1 1% D	1 0	0 -	0 -	0 -
Port Hope	2 0	0 -	2 1% D	0 -	0 -	0 -	1 0	0 -	0 -	1 1%
Peterborough	10 0	0 -	2 1%	1 0	7 1%	0 -	1 0	1 0	1 1%	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Lindsay	8 0	0 -	3 1%	0 -	3 0	2 1%	3 1%	2 1%	0 -	0 -
Oshawa	19 1%	1 1%	8 2% D	3 1%	6 0	1 1%	3 1%	6 3%	0 -	4 2%
Toronto	299 14%	7 7%	60 18% AE	33 14%	185 15% AE	14 9%	48 13%	36 17%	6 9%	23 14%
Hamilton	56 3%	3 3%	4 1%	2 1%	40 3% BC	5 3%	4 1%	3 2%	0 -	4 2%
St. Catharines - Niagara	23 1%	2 2%	3 1%	1 1%	16 1%	1 1%	3 1%	2 1%	1 2%	1 1%
Kitchener	25 1%	0 -	1 0	4 2%	19 2%	1 1%	2 1%	1 0	1 1%	2 1%
Brantford	5 0	1 1%	2 1%	0 -	2 0	0 -	1 0	1 1%	0 -	1 1%
Woodstock	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -
Tillsonburg	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Simcoe	9 0	0 -	1 0	1 0	6 0	1 1%	3 1%	0 -	0 -	0 -
Guelph	13 1%	0 -	1 0	1 0	11 1%	0 -	1 0	0 -	0 -	1 1%
Stratford	2 0	1 1% D	1 0 D	0 -	0 -	0 -	0 -	0 -	0 -	2 1% F
London	38 2%	1 1%	11 3% E	4 2%	21 2%	0 -	7 2%	6 3%	0 -	2 1%
Chatham	13 1%	1 1%	2 1%	0 -	10 1%	0 -	2 1%	0 -	0 -	1 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Leamington	3	0	1	0	2	0	1	0	0	0
	0	-	0	-	0	-	0	-	-	-
Windsor	15	1	2	1	10	0	2	0	0	2
	1%	1%	1%	0	1%	-	1%	-	-	1%
Sarnia	7	0	0	0	6	1	0	1	0	0
	0	-	-	-	1%	1%	-	0	-	-
Owen Sound	1	1	0	0	0	0	0	1	0	0
	0	1%	-	-	-	-	-	1%	-	-
		D								
Collingwood	1	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Barrie	8	0	0	0	7	1	1	0	0	0
	0	-	-	-	1%	1%	0	-	-	-
Orillia	1	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
Midland	1	0	0	0	1	0	0	0	0	0
	0	-	-	-	0	-	-	-	-	-
North Bay	6	0	1	2	2	1	2	2	0	0
	0	-	0	1%	0	1%	1%	1%	-	-
Sudbury	10	1	2	0	6	1	3	0	0	1
	0	1%	1%	-	0	1%	1%	-	-	1%
Timmins	5	0	0	1	3	1	1	1	0	0
	0	-	-	0	0	1%	0	1%	-	-
Sault Ste. Marie	7	0	2	2	2	1	2	1	2	0
	0	-	1%	1%	0	1%	1%	0	3%	-
									I	
Thunder Bay	15	1	2	1	11	0	1	2	1	0
	1%	1%	1%	0	1%	-	0	1%	2%	-
Winnipeg	44	1	6	6	29	2	9	2	1	3
	2%	2%	2%	2%	2%	1%	3%	1%	2%	2%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Portage la Prairie	1 0	0 -	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -
Brandon	4 0	0 -	1 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -
Thompson	1 0	0 -	0 -	1 1% D	0 -	0 -	1 0	0 -	1 1%	0 -
Regina	13 1%	1 1%	1 0	1 1%	8 1%	1 1%	0 -	1 1%	1 1% F	2 1% F
Yorkton	2 0	0 -	1 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -
Moose Jaw	4 0	1 1%	2 0	0 -	1 0	1 0	2 1%	1 0	0 -	0 -
Swift Current	2 0	0 -	1 0	0 -	2 0	0 -	1 0	0 -	0 -	0 -
Saskatoon	15 1%	2 2%	3 1%	1 1%	9 1%	0 -	4 1%	1 1%	1 1%	0 -
North Battleford	1 0	0 -	0 -	1 0	1 0	0 -	0 -	1 0	0 -	0 -
Prince Albert	2 0	0 -	1 0	1 0	0 -	1 0 D	1 0	0 -	0 -	1 0
Estevan	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Medicine Hat	2 0	0 -	0 -	1 0	1 0	0 -	1 0	0 -	0 -	0 -
Lethbridge	9 0	0 -	2 1%	0 -	6 0	1 1%	1 0	1 0	0 -	1 1%
Calgary	66 3%	6 6%	12 4%	9 4%	36 3%	3 2%	14 4%	6 3%	2 3%	7 4%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Red Deer	4 0	0 -	0 -	1 0	2 0	1 0	0 -	0 -	1 1% F	1 1%
Camrose	2 0	1 1% D	1 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -
Edmonton	68 3%	3 3%	15 4%	8 3%	36 3%	4 2%	13 4%	8 4%	1 2%	8 5%
Lloydminster	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0
Grand Centre	1 0	0 -	1 0 D	0 -	0 -	0 -	0 -	1 1%	0 -	0 -
Grande Prairie	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Wood Buffalo	6 0	0 -	1 0	1 0	1 0	1 1%	1 0	1 0	0 -	1 0
Wetaskiwin	1 0	0 -	0 -	0 -	0 -	1 1% D	0 -	0 -	0 -	1 1%
Cranbrook	7 0	0 -	1 0	0 -	6 1%	0 -	0 -	1 0	0 -	0 -
Penticton	4 0	0 -	0 -	1 0	1 0	2 1% BD	2 1%	0 -	0 -	1 1%
Kelowna	11 1%	3 3% BD	1 0	2 1%	4 0	1 1%	3 1%	1 0	2 3%	1 1%
Vernon	5 0	0 -	1 0	0 -	4 0	0 -	1 0	0 -	0 -	0 -
Kamloops	15 1%	0 -	2 1%	3 1%	8 1%	1 1%	1 0	5 2% FI	0 -	0 -
Chilliwack	4 0	0 -	0 -	1 0	3 0	0 -	0 -	0 -	0 -	1 1%

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Abbotsford	9 0	1 1%	2 1%	1 0	5 0	0 -	2 1%	2 1%	0 -	0 -
Vancouver	119 6%	6 7% E	19 6%	18 7% E	72 6% E	3 2%	25 7%	7 4%	4 5%	8 5%
Victoria	17 1%	0 -	3 1%	4 2% D	7 1%	3 2%	3 1%	2 1%	1 2%	4 2%
Duncan	2 0	0 -	2 1% D	0 -	0 -	0 -	2 1%	0 -	0 -	0 -
Nanaimo	8 0	0 -	0 -	0 -	7 1%	1 1%	1 0	0 -	0 -	0 -
Port Alberni	2 0	1 1% D	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -
Courtenay	6 0	1 1%	2 1%	1 0	2 0	0 -	2 1%	0 -	0 -	2 1%
Campbell River	6 0	0 -	0 -	0 -	6 0	0 -	0 -	0 -	0 -	0 -
Williams Lake	4 0	0 -	2 1%	0 -	1 0	1 1%	1 0	2 1%	0 -	0 -
Quesnel	2 0	0 -	0 -	0 -	1 0	1 1%	0 -	0 -	0 -	1 1%
Prince Rupert	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	0 -	0 -
Kitimat	1 0	1 2% BD	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -
Terrace	1 0	0 -	0 -	1 0 D	0 -	0 -	0 -	1 0	0 -	0 -
Prince George	7 0	0 -	0 -	0 -	6 1%	1 1%	1 0	0 -	0 -	0 -

Demographics

Census Metropolitan Area:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

	TOTAL	PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
		This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Dawson Creek	2 0	0 -	2 1% D	0 -	0 -	0 -	1 0	0 -	0 -	1 1%
Not in a CMA/Unknown	451 21%	24 25%	65 19%	53 22%	273 22%	31 19%	67 18%	48 23%	16 24%	33 20%

Demographics

Respondent's Sex:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Male	1021 48%	46 47%	157 47%	107 44%	609 49%	89 55% C	190 52% I	92 43%	35 53%	63 39%
Female	1091 52%	51 53%	178 53%	135 56% E	639 51%	74 45%	177 48%	119 57%	32 47%	100 61% F

Demographics

Language of Interview:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
English	1637	79	294	179	974	93	276	178	46	130
	78%	81%	88%	74%	78%	57%	75%	84%	68%	79%
		E	CDE	E	E			FH		
French	475	18	42	62	274	69	91	33	21	34
	22%	19%	12%	26%	22%	43%	25%	16%	32%	21%
				B	B	ABCD	G		G	

Demographics

What age group do you fall into ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
18 to 24	244 12%	8 8%	63 19% ADE	35 14% DE	124 10%	8 5%	50 14%	29 14%	9 13%	22 13%
25 to 34	375 18%	11 11%	97 29% ACDE	48 20% E	201 16% E	15 10%	84 23%	47 22%	11 16%	27 16%
35 to 44	418 20%	24 24%	61 18%	65 27% BD	234 19%	30 18%	74 20%	36 17%	19 28%	48 29% FG
45 to 54	397 19%	26 27% B	50 15%	50 21%	233 19%	32 20%	58 16%	42 20%	15 23%	36 22%
55 to 64	330 16%	15 15%	32 9%	34 14%	223 18% B	24 15%	44 12%	30 14%	10 15%	18 11%
65 to 74	195 9%	8 8% C	22 6% C	5 2%	128 10% BC	30 19% ABCD	34 9% HI	17 8%	1 2%	6 4%
75+	94 4%	5 6% BC	5 1%	0 -	67 5% BC	16 10% BCD	15 4%	5 2%	1 2%	5 3%
Refused	58 3%	1 1%	6 2%	5 2%	39 3%	6 4%	9 2%	5 2%	1 2%	3 2%
STATISTICS										
Average age	45	47 BC	39	40	47 BC	53 ABCD	43	43	41	42
Standard Deviation	16.5	15.4	15.1	12.6	16.7	16.6	16.7	15.5	13.8	14.2
Standard Error	0.4	1.5	0.8	0.8	0.5	1.4	0.9	1.1	1.7	1.1

Demographics

What is your current marital status ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Single or never married	505 24%	15 16%	96 29% ADE	63 26% A	291 23%	31 19%	92 25%	53 25%	16 24%	38 23%
Married	1051 50%	59 61% BE	155 46%	124 51%	632 51%	75 46%	171 47%	113 53%	38 56%	78 48%
Common-law or living with a partner	197 9%	8 8%	37 11%	20 8%	106 9%	18 11%	42 12% G	12 6%	6 9%	20 12% G
Divorced or separated	211 10%	10 10%	34 10%	28 12%	119 10%	17 10%	43 12%	21 10%	5 7%	17 10%
Widowed	119 6%	5 5%	10 3%	6 2%	78 6% BC	18 11% BCD	14 4%	11 5%	2 2%	10 6%
Refused	29 1%	1 1%	3 1%	1 0	21 2%	3 2%	4 1%	1 0	1 1%	1 1%

Demographics

Including yourself, how many people currently live in your household ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
1 person	369 17%	15 15%	45 13%	36 15%	232 19% B	37 23% B	57 15%	36 17%	8 12%	25 16%
2 persons	748 35%	38 39%	109 32%	72 30%	469 38% C	53 33%	116 32%	79 38% I	23 34%	43 26%
3 persons	389 18%	15 16%	68 20%	43 18%	223 18%	31 19%	76 21%	36 17%	14 21%	30 19%
4 persons	345 16%	18 19%	66 20% D	50 21% D	185 15%	21 13%	68 18%	36 17%	16 24%	33 20%
5 persons	168 8%	9 9%	36 11% D	25 10%	85 7%	10 6%	37 10%	14 7%	3 4%	21 13%
6 persons	41 2%	0 -	8 2%	5 2%	22 2%	5 3%	7 2%	5 2%	2 4%	3 2%
7 persons	16 1%	1 1%	1 0	6 2% BD	7 1%	2 1%	4 1%	3 1%	0 -	2 2%
8 persons	4 0	0 -	0 -	1 0	3 0	0 -	0 -	0 -	0 -	1 1%
10+ persons	4 0	0 -	0 -	1 0	2 0	0 -	0 -	0 -	1 1% F	0 -
Refused	29 1%	2 2%	2 1%	2 1%	19 2%	3 2%	3 1%	1 0	0 -	4 3%
STATISTICS										
Mean	2.72	2.70	2.90 DE	3.02 DE	2.63	2.60	2.86	2.71	2.95	3.03 G

Demographics

What is the highest level of formal education that you have completed ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Grade school or some high school	248 12%	7 7%	25 8%	15 6%	170 14% BC	22 13% BC	37 10%	12 6%	5 8%	12 7%
Complete high school	495 23%	21 21%	86 26%	51 21%	292 23%	36 22%	93 25%	39 19%	12 18%	38 23%
Complete technical or trade school/Community college	500 24%	27 27%	82 24%	56 23%	298 24%	34 21%	74 20%	61 29% F	18 26%	40 24%
Some community college or university, but did not finish	255 12%	12 12%	55 16% D	35 14%	134 11%	17 10%	51 14%	30 14%	12 18%	22 13%
Complete university degree, such as a Bachelor's	421 20%	21 22%	62 19%	60 25% D	238 19%	36 22%	82 22%	50 24%	12 18%	33 20%
Post-graduate degree, such as a Master's or Ph.D.	171 8%	9 9%	23 7%	25 10%	98 8%	15 9%	28 8%	18 9%	8 12%	17 11%
Refused	23 1%	1 1%	2 1%	1 0	16 1%	3 2%	3 1%	1 0	0 -	2 1%

Demographics

Which one of the following categories best describes your current employment status ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Working full-time	907 43%	37 38%	143 43%	147 61% ABDE	514 41%	60 37%	165 45%	105 50%	32 47%	75 46%
Working part-time	233 11%	9 10%	46 14% E	31 13%	129 10%	12 7%	42 11%	26 12%	12 18%	16 10%
Self-employed	193 9%	12 13%	36 11%	22 9%	102 8%	15 9%	38 10%	17 8%	7 10%	21 13%
Unemployed, but looking for work	106 5%	4 4%	24 7% C	6 3%	66 5%	6 4%	19 5%	7 4%	2 4%	10 6%
Retired	107 5%	3 3%	25 7% D	13 5%	56 4%	6 4%	15 4%	14 7%	4 6%	12 7%
Attending school full-time/A student	380 18%	18 19% BC	33 10% C	5 2%	271 22% BC	50 31% ABCD	56 15% I	26 12%	6 9%	12 7%
Not in the workforce/A full-time homemaker	148 7%	11 12%	23 7%	14 6%	86 7%	10 6%	27 7%	13 6%	3 5%	14 8%
Other/Social assistance/Disability	24 1%	1 1%	5 1%	2 1%	15 1%	2 1%	3 1%	3 1%	1 1%	3 2%
Refused	14 1%	0 -	1 0	2 1%	9 1%	2 1%	3 1%	0 -	0 -	1 1%

Demographics

And which of the following categories best describes your annual household income ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H/I - J/K
* small base

		PLAN TO DO RESEARCH					MAIN REASON FOR RESEARCH			
	TOTAL	This year	Next few years	When I retire	Not at all	Already done this	To know my roots	Personal interests	Curiosity	All Others
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	2112	101	346	250	1234	154	369	216	68	172
Weighted Base	2112	97*	335	242	1248	162	367	211	67*	164
Under $10,000	93 4%	4 4%	9 3%	9 4%	63 5%	5 3%	12 3%	4 2%	3 4%	6 3%
$10,000 to just under $20,000	168 8%	7 7%	31 9%	14 6%	93 7%	19 12% C	35 9%	14 6%	4 6%	15 9%
$20,000 to just under $30,000	227 11%	11 11%	36 11%	15 6%	137 11% C	24 15% C	40 11%	16 7%	6 8%	19 11%
$30,000 to just under $40,000	244 12%	14 14%	38 11%	27 11%	149 12%	13 8%	30 8%	30 14% F	6 9%	21 13%
$40,000 to just under $50,000	252 12%	10 11%	54 16% DE	25 11%	148 12%	12 8%	48 13%	32 15% I	7 11%	13 8%
$50,000 to just under $60,000	193 9%	9 9%	26 8%	30 12%	113 9%	15 9%	42 11%	18 9%	6 9%	14 9%
$60,000 to just under $70,000	154 7%	9 9% B	13 4%	24 10% B	95 8% B	9 6%	25 7%	15 7%	5 7%	9 6%
$70,000 to just under $80,000	134 6%	5 6%	21 6%	19 8%	74 6%	14 9%	24 7%	18 8%	5 7%	13 8%
$80,000 to just under $100,000	149 7%	6 6%	21 6%	18 8%	90 7%	13 8%	24 7%	15 7%	5 8%	14 8%
$100,000 and over	227 11%	10 10%	43 13%	40 17% DE	117 9%	13 8%	47 13%	26 12%	13 19%	20 12%
Refused	270 13%	12 12%	42 13%	20 8%	169 14% C	24 15%	41 11%	25 12%	7 11%	20 12%